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23RD year

THE NEWSWEEKLY OF RADIO AND TV

WLS

GOES FULL TIME

Starting April 1st

50,000 WATTS • CLEAR CHANNEL • 890 K. C.

Call Your John Blair Man Now for Availabilities

WLS • The Prairie Farmer Station • Chicago 7

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. *(Sales Management's 1953 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

to spread the light of learning

WGAL-TV NBC • CBS • ABC • Du Mont

LANCASTER, PENNA.

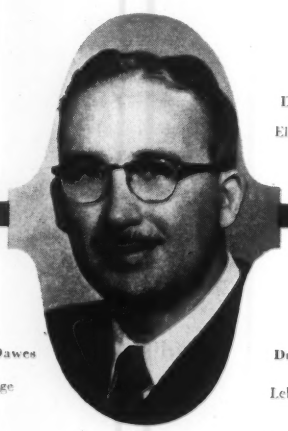
Keenly aware of its educational responsibility to the communities it serves—Lancaster, Harrisburg, York, Reading, Lebanon, and hundreds of smaller cities and towns—WGAL-TV presents College of the Air, Monday thru Friday, 9:00 to 9:30 a.m. Leading educators of the area conduct discussions on five basic topics of special interest to viewers —Sociology, Physical Science, Mathematics, The Humanities, Adult Education.

College of the Air is part of the imaginative programming designed by WGAL-TV to meet the needs and special interests of its wide, diversified loyal viewing audience.

Dr. T. A. Distler
President
Franklin and Marshall College

Dr. A. C. Baugher
President
Elizabethtown College

Dr. D. L. Biemesderfer
President
Pennsylvania
State Teachers College
Millersville



Dr. Robert Gates Dawes
President
York Junior College

Dr. Frederic K. Miller
President
Lebanon Valley College

Mr. Channel 8

WGAL AM TV FM *Represented by* **MEEKER**
New York • Los Angeles
Chicago • San Francisco

Steinman Station
Clair McCollough, President

closed circuit

NEW concept of subscription television as closed-circuit rather than on-the-air service may be advanced by Telemeter Corp., originator of coin box mechanism and operator of 200-unit pay-as-you-see system in Palm Springs, Calif. Telemeter executives feel that system operated over subscription company's own wires would not be subject to government regulation, and hence development would not be delayed by impending consideration of subscription principle by FCC and Congress.

★ ★ ★

STIFFER inter-media competition and development of television formed basis of off-record warning to advertising managers at Assn. of National Advertisers spring meeting. Advertisers told bluntly at closed meetings they'd better get busy, learn media techniques and lead rather than follow their agency account executives. "Otherwise you may lose your shirts in costly campaigns," they were told.

★ ★ ★

NARTB is in its usual annual dilemma over its government keynote speaker—Chairman of FCC. With Chairman Rosel Hyde named for one year or until April 18, and with convention scheduled for week of May 23, trade association doesn't know whether to extend invitation to Mr. Hyde conditionally, assuming his reappointment, or wait until White House acts. Same situation prevailed during past two years. Best guess is that it again will be Chairman Hyde.

★ ★ ★

POLITZ STUDY [Radio Listening in Tv Homes, B•T, Dec. 14, 1953], underwritten by radio stations represented by Henry I. Christal Co., is responsible for one very substantial amount of business not dropping radio to move to tv. Carnation Co., it's understood, was all set to cancel *Stars Over Hollywood* on CBS Radio but after analysis of Politz study by its agency (Erwin, Wasey & Co.) not only retained CBS show but also bought *When a Girl Marries* strip on ABC at annual $1.5 million budget.

★ ★ ★

WHEN General Teleradio Inc. files formal papers with FCC for its proposed $2.5-million purchase of WHBQ-AM-TV Memphis from Harding College (contract completed but not signed), companion application expected for sale of KGB San Diego to KGB Manager Marion Harris to comply with new multiple ownership rule. KGB disposal is in talking stage, no decision whether it will be Mr. Harris alone or with others, whether sale or lease, terms not settled.

★ ★ ★

SEVERAL heavy-budget advertisers, including automotive leaders, looking into use of local radio, especially co-op. Ford already has project in planning stage. Top appliance manufacturer, General Electric, is among those re-evaluating radio and will use more and more local co-op.

WISER HEADS in station operation who have been solicited by Life Music Inc. for royalty payments after breaking away from BMI [B•T, March 8] are following relatively simple procedure. They have equipped themselves with catalogs of Life titles and arranged to procure additional lists so that they can avoid performance of those titles.

★ ★ ★

"MONEY MAN" in sudden transaction whereby Washington Post Co. (WTOP-AM-FM-TV Washington; WMBR-AM-TV Jacksonville) acquired *Washington Times-Herald* from Col. Robert R. McCormick (WGN-AM-TV Chicago) was broadcaster John S. Hayes, president of WTOP Inc. and vice president of Washington Post Co. He handed to Col. McCormick down payment check of $1.5 million (made out to Mr. Hayes) last Wednesday in Chicago, to close transaction. While price was not disclosed, it's understood to be near $8.5 million.

★ ★ ★

WILL *Facts Forum*, H. L. Hunt's enterprise, take over production of *Reporter's Roundup*, moderated by Everett Holles, weekly Mutual co-op? Madison Ave. report current last week was that *Facts Forum* would underwrite four-year-old program, but that it would continue to be available for local sponsorship.

★ ★ ★

ONE of nation's largest department stores, in project worked out with BAB, has agreed to entrust entire build-up of one of its big spring promotions to radio. It's seen as first step in long-range test of radio by this advertiser, which usually puts about 85% of its media budget into newspapers.

★ ★ ★

WHAT's happened to black and white tv set sales since approval of compatible color? One large manufacturer reports its sales so far this year are about equal to those of same period last year and industry generally is pleasantly surprised over manner in which b & w sets are moving, although admittedly profit margin is lower due to competition.

★ ★ ★

DUDLEY LeBLANC, of lamented Hadacol fame, is starting his new venture, "Karyon," on "much sounder basis," according to his new advertising agency, The Martin Co. of Chicago, Louisville, Nashville and Dallas. Winston S. Dustin, agency radio-tv head, says new million dollar company will rely heavily on broadcast media and in some instances stock will be offered in payment for time. This, he reports, followed proffers from stations to buy stock.

★ ★ ★

PLEA of Edward Lamb to FCC to make public names of his "accusers" isn't apt to bring desired result. That's because FCC initiated investigation on its own motion and while investigators did talk with people in field, names aren't divulged. FCC, after reply to McFarland letter [B•T, March 15] expected to spell out nature of complaints. (See story page 47.)

IN THIS ISSUE

LEAD STORY

Full coverage of Assn. of National Advertisers' annual meeting which featured revived interest in radio and promises of increased advertising budgets in which radio and tv will share. *Page 27.*

FACTS & FIGURES

Two national studies of radio set ownership are set. *Page 33.*

TRADE ASSOCIATIONS

What to expect at this week's convention of the Institute of Radio Engineers. *Page 34.*

Radio & Television Executives Society looks into censorship and self-regulation on the air. *Page 36.*

Peabody of Borden Co. becomes board chairman of The Advertising Council; Weaver of NBC and O'Neil of Mutual named board members. *Page 38.*

GOVERNMENT

Senate Communications Subcommittee is lukewarm to FCC license fee proposal. *Page 44.*

Politicians keep the free-time issue boiling. *Page 48.*

Excise tax relief asked for radio-tv sets. *Page 53.*

FCC proposes to update rules on international broadcasting. *Page 56.*

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Selling travel by radio. *Page 65.*

Answers are coming to uhf's problems. *Page 66.*

Are we overrating early morning radio? *Page 70.*

A tribute to broadcasting. *Page 72.*

EDUCATION

Public fund drives to finance educational tv stations are on in several cities. *Page 78.*

STATIONS

Engineering circles are considering use of directional antennas to improve both vhf and uhf service. *Page 80.*

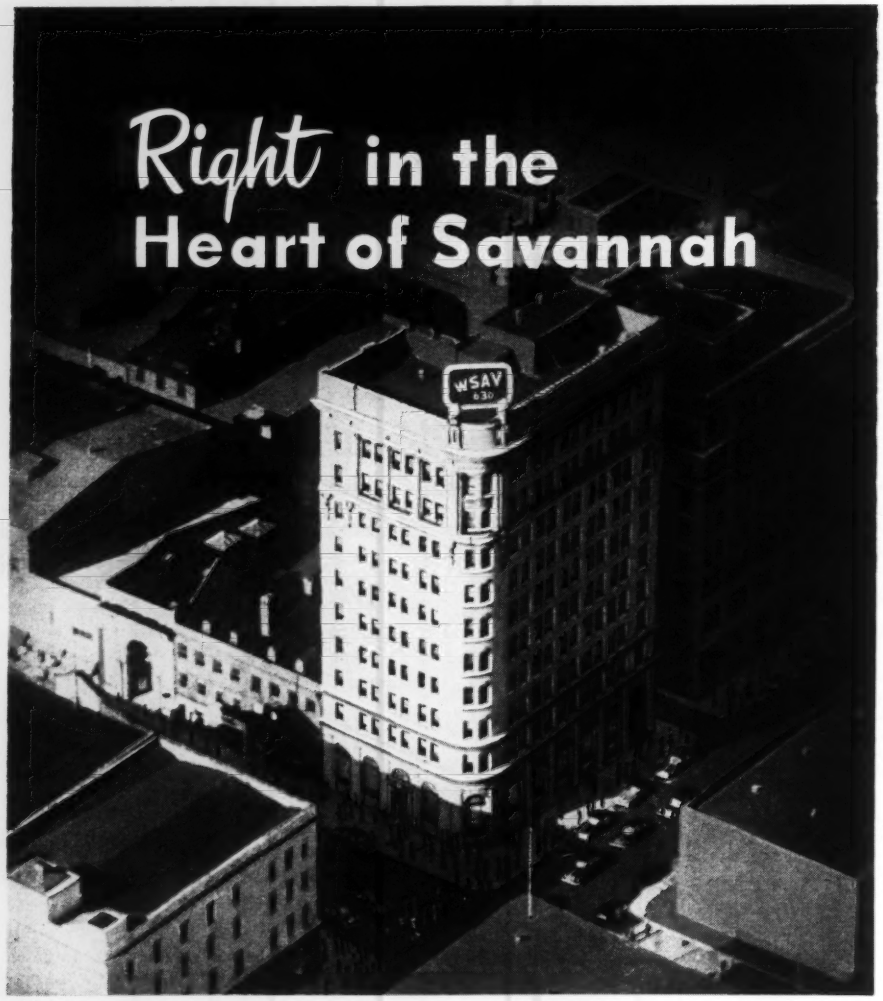
Summary of new tv station starts and those planned in next 30 days. *Page 83.*

INTERNATIONAL

Canadian Assn. of Radio & Television Broadcasters will hold annual meeting tomorrow. *Page 92.*

FOR THE RECORD

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 103.*



• In radio, audience loyalty doesn't just happen. It is inevitably the measure of the favored station's responsiveness to the interests, needs and cultural and civic growth of all the people within its listening area. How responsive WSAV has been is clearly indicated by these few from many instances:

• The only Savannah Station which broadcasts a regularly scheduled civic forum — "Savannah Speaks."

• The only Savannah Station which sends its remote crews out into the areas to bring its listeners all important events in the outlying towns and counties.

• The only Savannah Station which broadcasts a daily farm program direct from the Agricultural Agent's Office and featuring farm news and information gathered on the local and regional levels.

• The only Savannah Station which schedules six remote broadcasts daily direct from the United States Weather Bureau at Travis Field in Savannah.

• The only Savannah Station which broadcasts regularly scheduled local news (twice daily), and news on the local level from the towns and counties in the surrounding area, through its program "County Edition."

The Station that Serves Best, Sells Best!

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS

at deadline

NARTB Radio Board Membership Announced

NEW NARTB Radio Board members announced Friday, following counting of ballots in Washington. New board will assume office May 28, following NARTB convention in Chicago May 23-27. Results are as follows:

Representing large stations, Martin B. Campbell, WFAA Dallas, succeeding Paul W. Morency, WTIC Hartford, Conn. Representing medium stations, J. Frank Jarman, WDNC Durham, N. C., vice A. D. Willard Jr., WGAC Augusta, Ga., ineligible for re-election having served two consecutive terms. Representing small stations, Lester L. Gould, WJNC Jacksonville, N. C., succeeding late Lee W. Jacobs, KBKR Baker, Ore. Representing fm stations, H Quenton Cox, KGW-FM Portland, Ore., succeeding Michael R. Hanna, WHCU-FM Ithaca, N. Y.

Elected for two-year terms were following for even-numbered districts:

District 2—E. R. Vadeboncoeur, WSYR-AM-FM Syracuse, N. Y., re-elected.

District 4—James H. Moore, WSLS-AM-FM Roanoke, Va., vice Harold Essex, WSJS Winston-Salem, N. C.

District 6—Henry B. Clay, KWKH-AM-FM Shreveport, La., re-elected.

District 8—Robert B. McConnell, WISH Indianapolis, succeeding Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., who did not run for re-election.

District 10—K. S. Gordon, KDTH Dubuque, Iowa, vice E. K. Hartenbower, KCMO Kansas City, Mo.

District 14—Walter E. Wagstaff, KIDO Boise, Idaho, vice William C. Grove, KFBC Cheyenne, Wyo., ineligible for re-election having served two consecutive terms.

District 16—Albert D. Johnson, KOY Phoenix, Ariz., re-elected.

In District 12, no person received minimum number of nominating ballots to be placed on ballot. Special election will be held in that district.

Ballots were counted by *ad hoc* election committee, comprising Richard Field Lewis Jr., WINC Winchester, Va., chairman, and Russell H. Morgan, WTTR Westminster, Md., and D. K. Hoffman, WOOK Washington, representing Richard Eaton.

10 FOR McCARTHY

SEN. JOSEPH R. McCARTHY's Milwaukee County Young Republican Club speech Friday, billed as his reply to Adlai Stevenson's radio-tv broadcast from Miami two weeks ago, was scheduled to be carried by 10 radio stations. WGN Chicago (*Chicago Tribune*), which offered free time to Wisconsin Republican, was to air speech live, via remote pickup from Milwaukee, and feed it to WROW Albany, N. Y., KVOO Tulsa, Okla., and WISN Milwaukee. A tape recording was to be carried by following at later times: WPAC Patchogue, N. Y.; WFTL Fort Lauderdale, Fla.; WJMU Philadelphia, Pa.; WOSH Oshkosh, Wis.; WFAY Rochester, N. Y., and WNMP Evanston, Ill.

Hebrew National Puts 90% Of Wine Ad Budget in Radio

HEBREW National Wine, made by Monarch Wine of Georgia, is placing 90% of its budget in spot radio, and is planning to spread out nationally into non-sectarian areas for national appeal. Client this week plunges into 26-station radio schedule in Pennsylvania and plans by mid-April to move into Florida, New England, Washington, Atlanta, as well as New York and other markets as fast as distribution warrants. Charles Lewin, radio and television director, Rockmore Co., New York, agency for Hebrew National, told B•T he is buying morning participation programs to appeal to working men and women, women's afternoon shows to attract housewives, plus evening and week-end programs to get both men and women listeners.

NBC Leases Century Theatre

NBC announced Friday it had leased Century Theatre in New York under long-term arrangement and will convert it into studio for production of tv programs. NBC engineers were reported to be already at work at theatre, on Seventh Ave. between 58th and 59th Sts. Network expects to take full possession of house by March 28, to originate shows there by June 1.

• BUSINESS BRIEFLY

EIGHTY MARKETS • General Foods (Minute tapioca), N. Y., starts April 1 for second consecutive year with one-minute participations in home economics radio shows in about 80 markets. Contracts, through Young & Rubicam, N. Y., run for 13 weeks. Last year, product placed campaign in five distribution districts and this year will add nine others to these.

CANADIAN BUSINESS • General Bakeries, through Harold Stanfield Ltd., Montreal, is expected to sign shortly with Kagran Corp., N. Y., to sponsor *Johnny Jupiter* in five Canadian television markets, Saturdays, 6-6:30 p.m. In U. S. program is sponsored by M & M Candy in 83 markets.

IPANA USING SPOT • Bristol-Myers (Ipana) using spot radio campaign to break middle of April in limited number of markets for 13 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

CAMPBELL IN CANADA • Campbell Soup Co., through its Canadian agency, Cockfield, Brown & Co., planning to underwrite *Howdy Doody* show five times weekly on CBC.

PHILCO ON TV • Philco Corp., which has sponsored 9:45-10 a.m. portion of ABC's *Breakfast Club* on radio for past 8½ years, becomes first to sign for sponsorship of tv version, started few weeks ago by ABC-TV. Philco will sponsor same quarter-hour in tv as in radio. Agency: Hutchins Adv., Phila.

HUNTING NEW SHOW • Campbell Soup Co., Camden, unhappy with *Campbell Soundstage*, will definitely maintain its time period, NBC-TV, Fridays, 9:30-10 p.m., but is looking for new property to replace *Soundstage*. BBDO, N. Y., is agency.

SPOT FILM ON CLEANER • Pro-Fesh Products Inc., N. Y., will introduce Pro-Fesh, new type of dry cleaner, in tv markets throughout U. S. by means of one-minute filmed spot commercials, with first schedule to begin on WABC-TV New York this week. Agency: Lewin, Williams & Saylor, N. Y. Commercials were produced by Animated Productions, N. Y.

JONES TO LAA • Duane Jones Co., N. Y., elected to membership in League of Advertising Agencies.

FIFTEEN CITIES • Northwestern Airlines, through Cunningham & Walsh, N. Y., placing radio spot announcement campaign in 15 cities, starting end of March with till-forbid contract.

Mrs. Durr Denies Red Ties

MRS. VIRGINIA DURR, wife of former FCC Comr. Clifford J. Durr, and sister-in-law of Supreme Court Justice Hugo L. Black, denied Friday she was a Communist or had ever been under party discipline. Mrs. Durr was accused of being under "Red discipline and had plotted with the Communists" in affairs of Southern Conference for Human Welfare, now part of Southern Conference Educational Fund. Accusation and denial came at hearing in New Orleans by Senate Internal Security subcommittee. Mrs. Durr refused to answer questions except to say she was not a Communist.

BACK TO RADIO MOVE AT ANA MEET

GET-back-into radio theme at Assn. of National Advertisers spring meeting (story page 27), spearheaded by David P. Crane of Benton & Bowles, drew strong support at closed-door meeting of advertisers in consumer products field. Dozen speakers at private session took up Mr. Crane's reminder that "old-fashioned radio," especially daytime, is outstanding media buy. At same time they groused about high costs and fancy trappings in television shows, echoing familiar ANA theme of recent years.

One of largest radio users, Miles Labs., possibly second in field, told B•T Friday it is using more radio and more television than year ago.

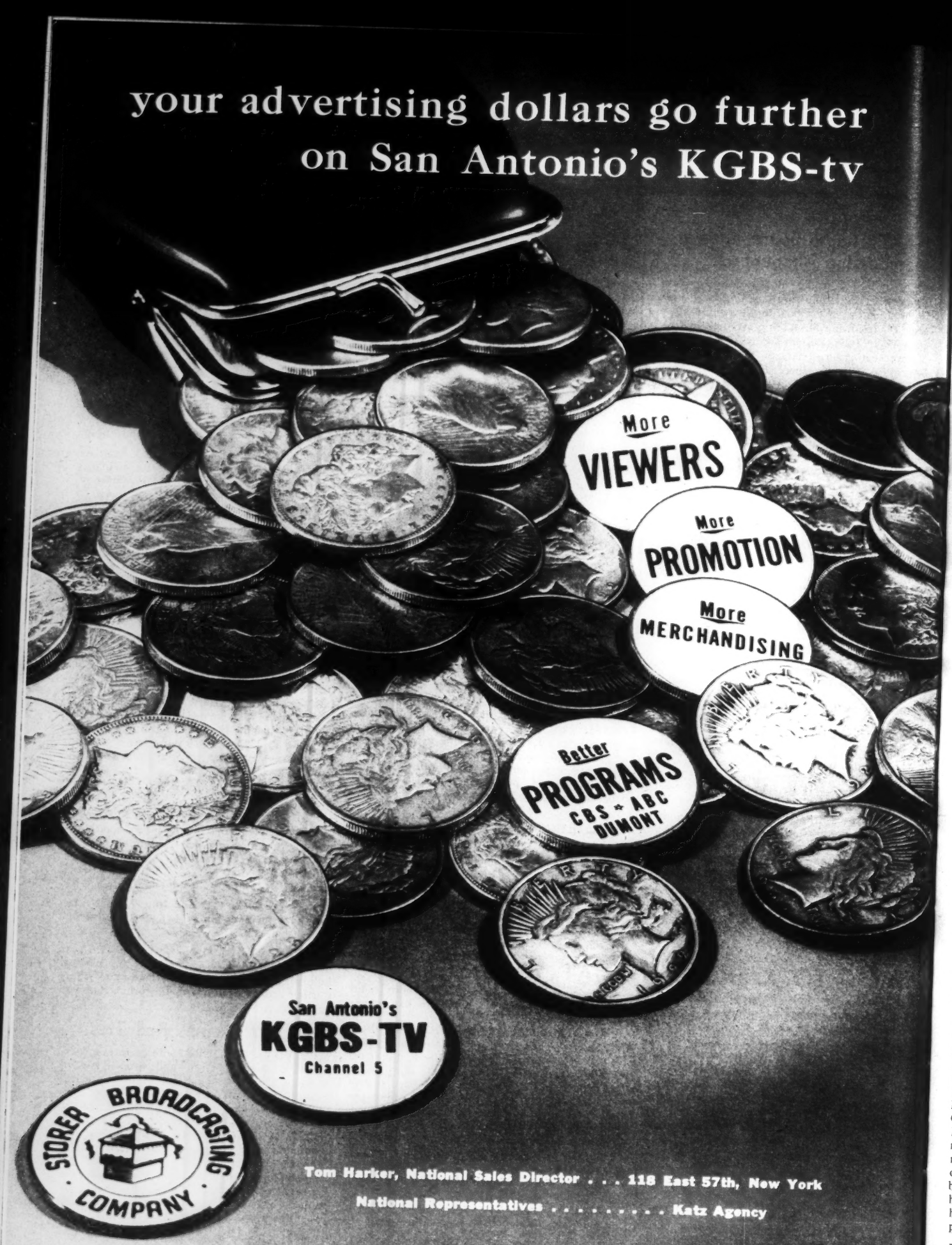
"Radio is our No. 1 medium," said Oliver B. Capelle, Miles advertising manager. "Radio still sells for us. We're buying more radio time than ever, and of course we like television."

Miles radio consists of *Break the Bank*, NBC; *News of the World*, NBC; *Hilltop House*, CBS Radio; *Curt Massey Time*, CBS Radio; *Curt Massey Time*, MBS. Mr. Capelle said cancellation of *One Man's Family* had been widely misinterpreted as part of plan to cut down use of aural broadcasting. Actually, he added, "the opposite is the case." He ascribed cancellation to adjustment following addition of high-budget *Break the Bank* last September.

Miles television spots cover all leading markets, including 20-second breaks and one-minute participations.

Company planning to extend tv to other products besides Alka-Seltzer.

your advertising dollars go further on San Antonio's KGBS-tv



Tom Harker, National Sales Director . . . 118 East 57th, New York

National Representatives . . . . . Katz Agency

at deadline

KOA Protest Dismissed; Other Actions by FCC

PROTEST by KOA Denver against grant of facilities change to KOAT Albuquerque was dismissed by FCC Friday. KOAT was awarded change from 250 w on 1240 kc to 1 kw-day, 500-w night directional on 860 kc. FCC disclaimed KOA's contention of interference and said station's allegation of economic injury was not specific.

In similar case, FCC denied interference protest by KXOX Sweetwater, Tex., asking reconsideration of grant to Lyman Brown Enterprises for 100 w fulltime on 1240 kc at Brownwood, Tex.

Commission approved petition by WKMH Flint, Mich., for modification of issues on its interference protest hearing on grant to James Gerity Jr. for 500 w fulltime on 1460 kc at Pontiac, Mich. FCC ordered burden of proof shall rest with WKMH.

Pittsburgh Educational Tests

FOURTH noncommercial educational tv station, ch. 13 WQED (TV) Pittsburgh, put test pattern on air Friday, plans inauguration April 1 and regular programming week of April 5, Manager Bill Wood reported. WQED is using KDKA-FM site on U. of Pittsburgh campus where KDKA plans $3 million radio-tv center for its prospective ch. 11 station (story page 84).

Zenith Must Wait

ZENITH will have to wait until Commission makes up its mind in due course on questions raised about Zenith-CBS hearing for Chicago ch. 2, FCC told Chicago radio-tv manufacturer Friday. Letter was response to Zenith request that its objection to hearing with CBS be answered by FCC by March 19 [B•T, March 15]. Zenith claimed court ruling requires FCC to set Zenith for hearing with Balaban & Katz, former owners of facilities now occupied by CBS WBBM-TV Chicago.

Clovis Vhf Deleted

VHF ch. 12 KNEH (TV) Clovis, N. M., was deleted by FCC Friday for lack of prosecution of its application for additional time to construct. KNEH owners are Sid and Sam Pipkin.

AFTRA 'Blanket' Clearance

AMERICAN Federation of Television & Radio Artists announced Friday it has granted "blanket clearance" for all participants in Academy Award program to appear without payment on NBC telecast and radio broadcast of ceremony Thursday, starting at 10:30 p.m. EST. Move was said to be result of AFTRA's "interest in fostering better relations between radio, tv and motion pictures." Program, sponsored by Oldsmobile Div. of General Motors Corp., will be carried by 106 NBC-TV stations and 195 NBC Radio outlets.

KHJ-TV DuMont Affiliate

KHJ-TV becomes DuMont Tv Network affiliate in Los Angeles on April 1, replacing KTTV (TV), according to joint announcement by Ted Bergmann, managing director of network; Willet H. Brown, president of Don Lee Div. of General Teleradio, licensee of KHJ-TV, and Richard A. Moore, vice president and general manager of KTTV. Mr. Bergmann attributed move primarily to desire to have Los Angeles outlet for rapidly increasing volume of national business which DuMont has available but which, he said, KTTV could not handle at attractive hours under that station's new policy of emphasizing local service and local programs.

FIRST 'SPANISH' TV

ALL-SPANISH language programming will be feature of Gordon McLendon's ch. 13 KELP-TV El Paso, Tex., granted by FCC Friday, station reported. It is believed to be first foreign-language tv station to be approved in U. S. Bid was filed in early February, was unopposed. Visual ERP of 49 kw is specified. Station plans June 1 commencement. Forjoe-Tv Inc. is representative. KELP-TV reported 89,000 persons (70%) in El Paso County speak Spanish, with 122,000 living in adjacent Juarez, Mexico. Concurrently, FCC granted KELP change on 920 kc from 1 kw day to fulltime with 1 kw-day, 500 w-night directional.

ACLU Files Protest On Functional Fm Proposal

BAN on Transitcasting was urged by American Civil Liberties Union Friday in brief to be filed on FCC's proposal to permit fm stations to engage in certain non-broadcast activities (story page 50). Conceding U. S. Supreme Court had ruled Transitcasting is not unconstitutional, ACLU maintained such "forced listening" nevertheless is not in public interest, convenience or necessity.

"Our opposition rests upon the belief that there is developing a national pattern of forced listening thrust upon captive audiences in buses, streetcars and other means of public transportation, which we believe is a totalitarian method of capturing the minds of men," ACLU said. Petition contended "there has been no finding that operations of fm stations cannot be profitably continued without profit-making from Transitcasting," aimed at "only a fraction of the public."

No Progress on WOR-AFM

SPOKESMEN for WOR-AM-TV New York and Local 802, American Federation of Musicians, held session before Federal Mediation & Conciliation Service in New York Friday and adjourned with "no progress" reported toward resolving their dispute. Stations have been operating without musicians for more than three weeks (see story page 93).

UPCOMING

March 22: Tennessee Assn. of Broadcasters, Nashville.
March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.
March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.
March 23: Kentucky Broadcasters Assn. Hotel Seelbach, Louisville.
March 25-27: West Virginia Broadcasters Assn., Huntington.
March 26: 1953 duPont Radio & Tv Awards dinner, Mayflower Hotel, Washington.
March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.
For other Upcomings see page 93

PEOPLE

ALFRED DI GIOVANNI, assistant research manager for CBS-TV Spot Sales since July 1952, and previously account research manager at Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., promoted to research manager of CBS-TV Spot Sales.

SID TREMBLE, program director, promoted to commercial manager KCMO-TV Kansas City. **GEORGE STUMP,** formerly KCKN there, named KCMO radio program director and **KEN HEADY** named to new post of KCMO-TV program director.

CHRISTIAN E. ROGERS JR., associated with Washington law firm of Mechlin, Marshall & Smith, named telecommunications specialist, Office of Defense Mobilization.

HENRY BOWES and **EDWARD M. BLAND** named sales promotion manager and advertising manager, respectively, Television Div., Philco Corp.

WALTER DUNCAN, account executive of MBS in New York, to WHCU Ithaca as national sales manager, effective April 1. Mr. Duncan formerly was with NBC and WNEW New York.

DAVID CRANE promoted to vice president in charge of media for Benton & Bowles, N. Y. He has been with agency for two and one-half years.

HAROLD A. (Pat) PATTERSON appointed Michigan sales representative on syndicated film for MCA-Tv Ltd., with headquarters in Detroit.

JOHN H. BAXTER, creative director, and **GEORGE A. RINK,** senior account supervisor, elected vice presidents of Earle Ludgin & Co., Chicago.

FRANK AMY, previously sales service manager for WPIX (TV) New York, named an operations manager of station with supervision of screening commercial films and preparing them for telecasting.

'Today' Signs Advertisers

TWO NEW contracts and one extension signed by NBC-TV for participations on its early-morning *Today* show (Mon.-Fri., 7-9 a.m. EST and CST). Mutual of Omaha, already participating sponsor, adds 117 participations—three per week for 39 weeks—through Bozell & Jacobs, Omaha. Stay Chemical Co. (insecticides), Detroit, signs for seven participations starting July 9, through Phil Cordon Inc., Chicago, and Washington State Apple Advertising Commission books eight during period to April 2, through Pacific National Adv., Seattle.

New 'Home' Sponsors Sign

TWO NEW sponsors and expanded schedule for another signed for NBC-TV's new *Home* show (Mon.-Fri., 11 a.m. to 12 noon EST). First ones booked since program started March 1 with 10 advertisers "pre-sold" for total of 228 participations [B•T, March 1], they are: Necchi Sewing Machine Co. for 13 participations starting first of April, through Cecil & Presbrey, N. Y.; Peerless Electric Co. (Broil-Quik) for four starting tomorrow (Tues.) through Zlowe Co., N. Y., and Avco Mfg. Co. (Crosley and Bendix divisions), which had signed for 13 participations before program started, for 39 additional participations to run at rate of one per week starting May 31, through Benton & Bowles, N. Y.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

*24,252
RADIO SETS
(DOES NOT INCLUDE AUTO RECEIVERS)
WERE SOLD
IN 1953
IN THE
28 COUNTY
WSAZ AREA

WSAZ

NATIONAL REPRESENTATIVES
THE KATZ AGENCY
* RETMA Figures

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
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KDAL-TV
DULUTH - SUPERIOR

IS READY!..

with the finest—largest station facilities in the Northwest's 2nd largest market—

The Duluth-Superior-Iron Range Area —the big-dividend paying region of the great Northwest . . . . . a *2 Billion Plus* Industrial and Commercial Empire.

KDAL
DULUTH - SUPERIOR
KD
Channel 3

AT THE TOP OF THE NATION – KDAL-TV WILL DO THE BEST SELLING JOB FOR YOU!

A completely trained staff—by far the largest of any in Duluth-Superior—will man this employee owned and operated organization.

KDAL is the nation's top merchandising station. For the past three consecutive years KDAL has won First Place in the country for audience and sales promotion in "The Billboard" competition.

Radio listenership in Duluth-Superior is the highest of any city in the country and KDAL has a listening audience greater than all other radio stations in the area combined!

Now, KDAL-TV will virtually duplicate this radio coverage, blanketing 26 counties.

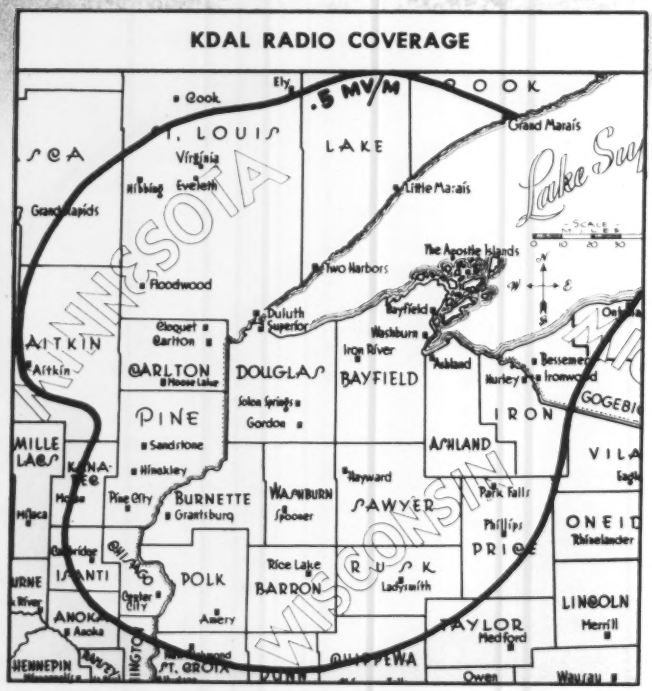
KDAL-TV, with 100,000 watts on Channel 3, will equal or exceed any other television facility in Minnesota. NBC programs, now carried by delayed telecast, will be microwaved live by Sept. 1st.

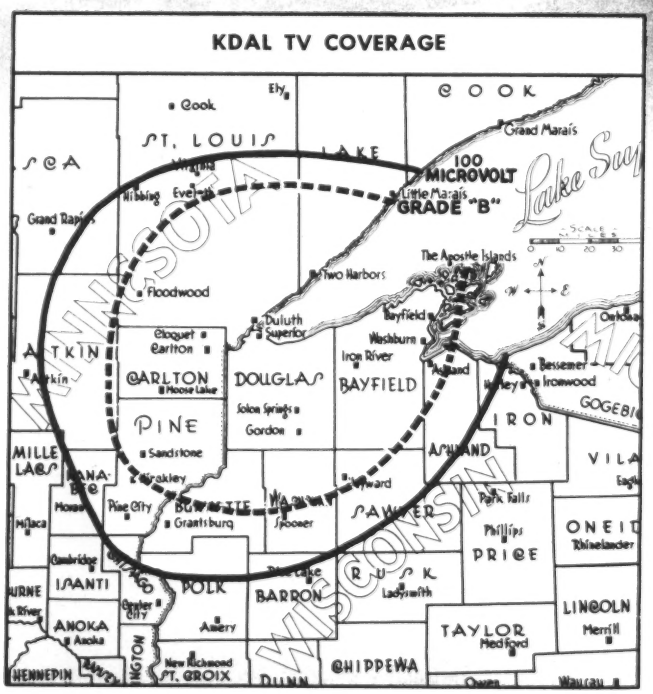
Act *Now*, excellent NBC and local programs will showcase your clients' messages and assure priority of future availabilities in key time slots.

Phone or write your Avery-Knodel representative, *Now*.

INDUSTRY IS HUMMING AT THE TOP OF THE NATION

1. *Taconite Mining*—now spending a billion dollars building—will employ additional thousands of people.
2. *Oil*—new refineries in Duluth and Superior are processing oil from Alberta and North Dakota fields.
3. *Manufacturing* is primarily heavy industrial.
4. *Agricultural Processing* of dairy foods and grains is a major industry.
5. *Commercial Fishing* and processing is the largest on the Great Lakes.
6. *Vacationers* spend nearly 38 million dollars annually in KDAL-land.
7. *Forest Products*, a 90 million dollar business, is the greatest in Minnesota's history.
8. *Three-fourth's of all the iron ore* in the United States is produced in the Duluth area.
9. *The Port of Duluth* is second only to New York in tonnage handled.





YOU CAN COVER THIS MARKET WITH KDAL-TV
FOR RESULTS YOU CAN SEE...BUY CHANNEL 3

THE MORNING SHOW

Network: CBS-TV
Time: 7-9 a.m. EST, CST
Principals: Walter Cronkite, anchor man; Charles Collingwood, news reporter; Bil Baird puppets.
Producer: Paul Levitan
Show Director: Tom Donovan
News Director: Vince Walters
Producers: Ted Marvel, Don Hirsch
News Editor: Av Westin
Unit Manager: Bob Stolfi
Writers: Jack McGiffert, Helen Markel, Tom Costigan, Marianne MacCalla, Alice Wallace
Origination: Studio 41, Grand Central Terminal Headquarters, New York

AN EARLY a.m. program answer to NBC-TV's established morning show, *Today*, made its bow last week before millions of early risers when *The Morning Show* got underway from 7-9 a.m. EST on CBS Television. Despite its length, it is a well-produced, well-coordinated telecast meeting all the requisites of solid programming in this time segment of the broadcast day. There are news reports, interviews with people in the news, an occasional personality feature, music with a rise'n shine beat, time signals, weather forecasts and a host of puppets delightfully manipulated through their many appearances by Bil and Cora Baird.

Nothing particularly new has been included in *The Morning Show* format. The above-mentioned program ideas are pretty standard in this sort of show. CBS was wise in not resorting to a gimmick to bring itself to the attention of morning viewers. Instead, the network played it straight entrusting its newest venture not to a hoped-for new angle but to people such as Walter Cronkite, the show's anchor man, and Charles Collingwood, newscaster, to capture the interest of the audience it aims to attract.

Both of these men are tv veterans with far more than a passing acquaintance with the visual medium. They work well together and with the other regulars on the show. The professional assurance they lend to the series ought to rapidly establish the show as a breakfast-time habit.

The Morning Show in its structure is actually a half-hour series repeated four times during the two hours it is on the air. Each of the four segments is the same in pattern. The guests appearing on the show change from one segment to the other as does the selection of music but there is little variation in news, and weather reports. The show's happiest moments are centered around the Baird marionettes, used largely to give visual interpretations to music selected and played by Charlemagne, the Lion, a puppet "disc doggie." One of the Bairds' best spots was a skeleton puppet number danced to the popular spiritual-type song "Dry Bones."

On the news side of the operation, Charles Collingwood does the reporting from New York. His comments on happenings of domestic and international interest are supplemented by still photographs and film clips of events under discussion. The show also does remote interviews. The first two, from Washington, would have been better if a reporter from CBS Washington headquarters handled them rather than Mr. Cronkite or Mr. Collingwood, who were in the New York studios.

In the novelty department, a new electronic weather map was introduced on *The Morning Show*. Behind the translucent surface a flashing light indicates all sorts of climatic conditions in the U. S. It seems a rather useless mechanism since a weather reporter, one Carol Reed, must be on hand at all times to translate the illuminated arrows into rain or shine terminology.

The Morning Show principals at work in the early hours

PUBLIC DEFENDER

Network: CBS-TV
Time: Thurs., 10-10:30 p.m. EST
Creator: Hal Roach Jr.
Production Supervisor: Carroll Case
Director: Erle Kenton, James Tinling, Sobey Martin (alternating)
Writer: Howard J. Green (premiere)
Sponsor: Philip Morris & Co. Ltd.
Cast: Christina Drake, Mary Ellen Kay, Douglas Fowley, Fay Roope, John Close, George Lloyd, Snub Pollard (premiere).

THE basic idea of the new *Public Defender* series which started on CBS-TV March 11 is a good one: to dramatize case histories concerning the lawyers appointed by the court and paid for by the public to protect those unable to secure counsel themselves. The opening program, however, fell far short of turning that idea into a convincing or even interesting half-hour of viewing.

First, the plot was highly improbable and its solution highly unethical, the hero admitting he had secured the confession by deceit. Second, he did not win his case in the courtroom, but by doing his own detective work instead of leaving that to the police. Finally, the public defender is required twice during the program to shift from defending civic virtue to extolling the more exclusive virtues of Philip Morris cigarettes.

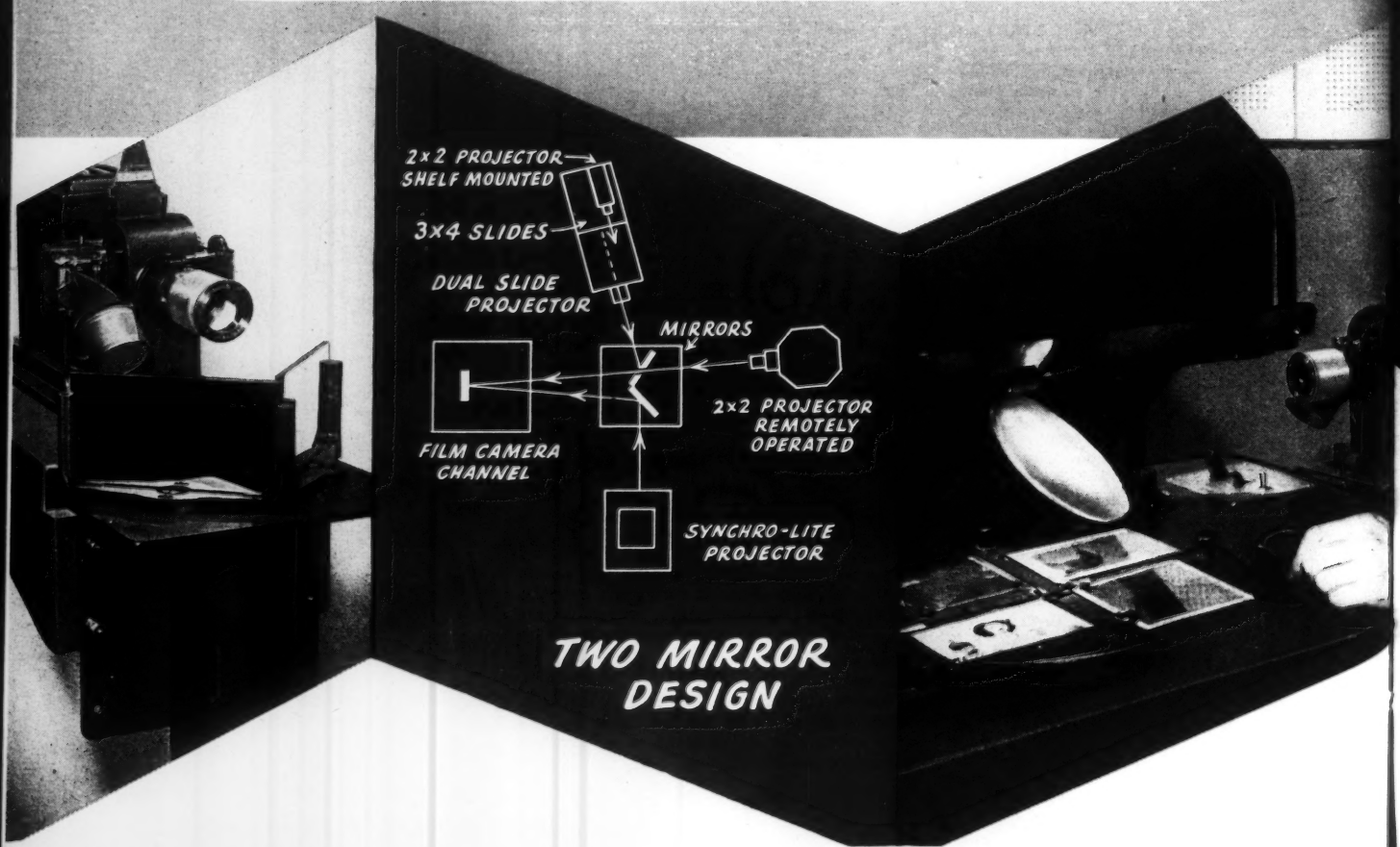
As an actor, Reed Hadley has every right to deliver commercials for any product he chooses. But for Bart Matthews, lawyer and public servant, to do so seems a violation of legal ethics and of the dignity of public office.

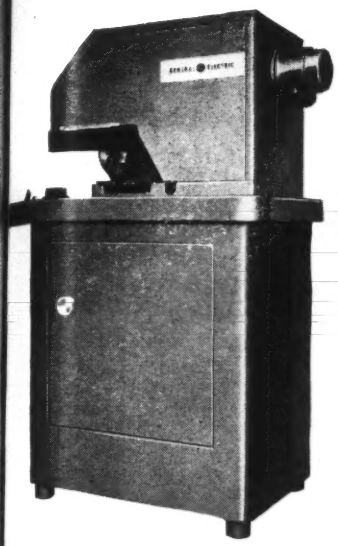
G-E PROJECTION ROOM EQUIPMENT *PLUS* YOUR IMAGINATION GIVE *Amazingly Versatile Film Effects!*

Film is the money-making "life-blood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units...use your imagination...and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite* Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs.

General Electric offers you all your TV projection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write direct to:

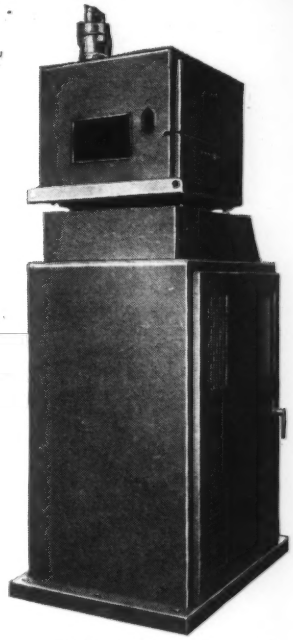
General Electric Company, Section X234-22,
Electronics Park, Syracuse, New York.



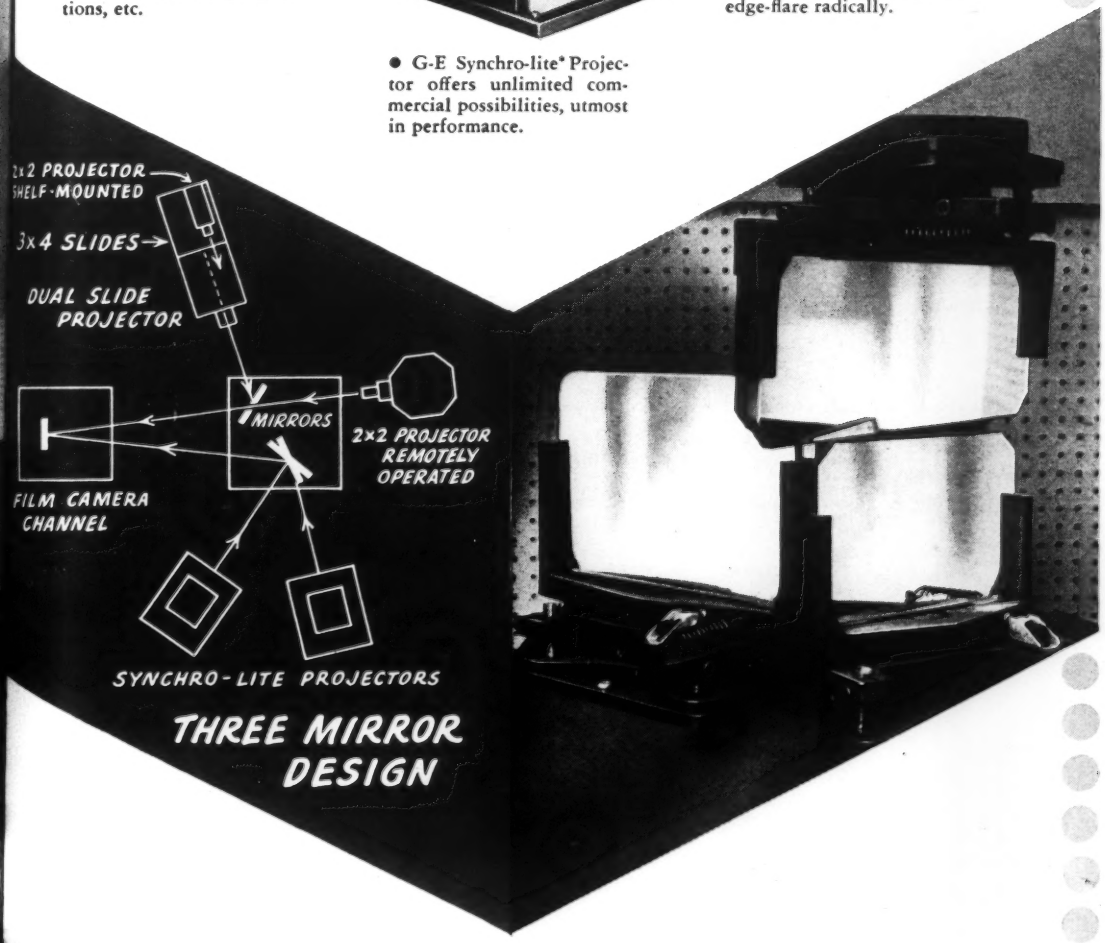


• G-E *Dual* Slide Projector featuring variety of laps, fades, dissolves, super-positions, etc.

• G-E Synchro-lite* Projector offers unlimited commercial possibilities, utmost in performance.



• G-E Film Camera Channel for clear, sharp picture signals. Reduces shading and edge-flare radically.



G-E FILM CAMERA CHANNEL

Sweep Failure Protection
Virtually No Microphonics
Automatic Control of Set-Up
Dual Waveform Presentation
12½" High-Contrast Monitor
All Plug and Cable Connections
Adjustable Deflection Yoke

G-E SYNCHRO-LITE* PROJECTOR

Slave Operation
Super-Positions on Remotes
Instant Stop and Start
Preview Any Frame
No Phasing Bars

G-E TV SLIDE PROJECTOR

Laps and fades
Dissolves
Super-positions
Transparencies and Opaques
2"x2" and 3¼"x4¼" Slides
Roll-Thru Script Carriage
Dual Flood Lamps for Opaques
Time, News Tape Carriage

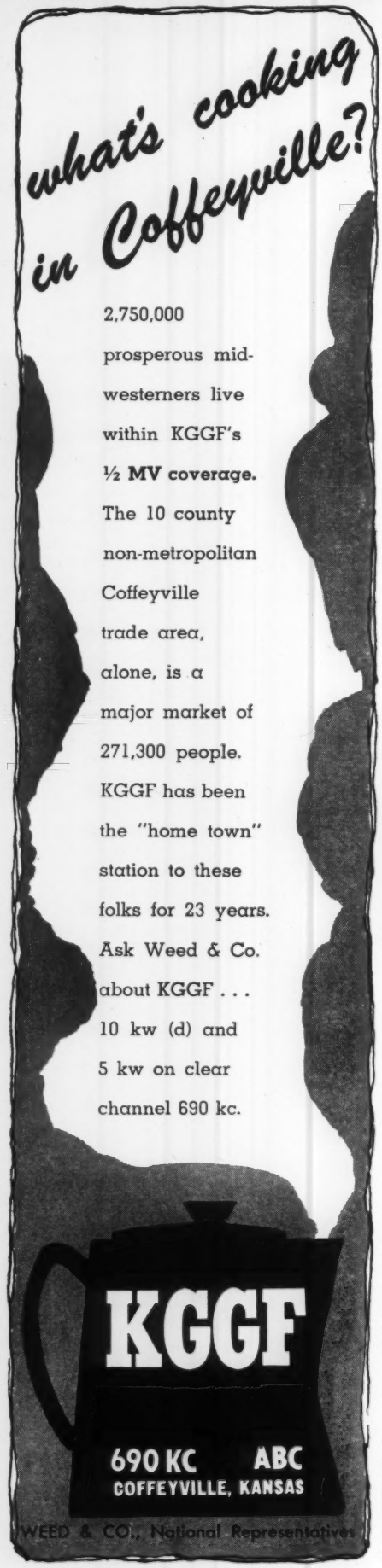
G-E MIRROR CHANGEOVERS

More Inputs
Multiple Adjustments
First-Surface Mirrors

*Reg. U.S. Pat. Off.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC


what's cooking in Coffeyville?
2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

OPEN MIKE

McCarthy Coverage

EDITOR:

Writing letters to editors is an indulgence that few can afford these days. Your survey of the McCarthy matter in the current (March 15) issue is so complete however, that, demands of time not withstanding, this note of appreciation and commendation has to be written.

You have done an excellent job of assembling the facts and presenting them in such a light as to place all parties in their proper perspectives. I don't think the daily press, with all its facilities, has been as thorough, or as incisive as B•T. You praise Murrow for his journalism, I praise you for yours. . . .

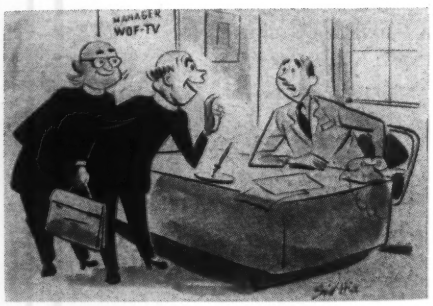
Charles L. Lewin
Vice President
Radio-Television
The Rockmore Co.
New York, N. Y.

Murrow Sponsor

EDITOR:

As midwest sponsor of Edward R. Murrow's *Person to Person* program, we would like permission to reprint in our company magazine the Sid Hix cartoon on the editorial page of your March 1st issue.

W. A. Curtis
Director of Public Relations
Theo. Hamm Brewing Co.
St. Paul



"We've got a novel idea for a new Sunday tv show . . . it's called Parson to Parson!"

[EDITOR'S NOTE: Permission granted. Sorry we can't supply original art. Ed Murrow bid for it March 1.]

McCaffrey and His Mike

EDITOR:

Your account of the shooting in the House of Representatives [B•T, March 8] was read with interest by those of us in the House Radio Gallery.

All of us know that Joseph McCaffrey, who hit the air first with an eye-witness account, does a thorough job of covering Congress and has for many years. However, we must protest your account that when the shooting started he was actually in the chamber accompanied by an open mike. Until the advent of Mr. McCaffrey no broadcasts have been permitted from the floor of the chamber, except for special presidential messages and other speeches of importance before joint sessions.

We write to suggest that perhaps even more interesting than your account of Mr. McCaffrey's combined presence of mind, presence of mike and presence on the floor of the House, would be an account of how he managed to drag his live mike by the doorkeepers . . .

I have a mental picture of Mr. McCaffrey wandering around on the floor of the House during debates, picking up with his little mike the asides which members pass along to each other and which are never, never meant for public ears . . .

After enclosing itself in bullet proof glass and taking other security measures, the Congress intends to organize a new standing committee: "The Committee to Protect Congress from Joe McCaffrey."

Roulhac Hamilton Jr.
Hamilton-Means Assoc.
Washington, D. C.

[EDITOR'S NOTE: Mr. McCaffrey was never on the floor of the House with his mike. His eye-witness accounts were recorded in the corridor, outside the House gallery.]

Pre-Freeze Permittees

EDITOR:

There is one bit of information which I'm sure you can furnish and which I have always felt would be of interest to many of your readers—

Who were the 18 pre-freeze tv permittees who gave up their CPs?

Charlie Casmus
Press & Radio Club Inc.
Montgomery, Ala.

[EDITOR'S NOTE: Mr. Casmus refers to FCC Chairman Rosel H. Hyde's comments at uhf promotion conference sponsored by educators fortnight ago [B•T, March 8]. Chairman Hyde recalled there were about 18 pre-freeze vhf stations who, due to extenuating circumstances, surrendered their permits or were deleted by FCC. Official deletion file at FCC includes following 20 by actual count: WUTV (TV) Indianapolis, ch. 3 (was on air), Wm. H. Block Co., 1949; KARO (TV) Riverside, Calif., ch. 1 (ch. 1 was deleted in reallocation), Bcstg. Corp. of America, 1949; WJAX-TV Jacksonville, Fla., ch. 2, City of Jacksonville, 1950; WABD (TV) New York, ch. 4, DuMont, 1942 (re-granted 1944, now ch. 5); WPDQ-TV Jacksonville, Fla., ch. 6, Jacksonville Bcstg. Corp., 1949; WMJT (TV) Milwaukee, ch. 3, Milwaukee Journal, 1946 (now operates ch. 4 WTMJ-TV there, granted in 1947); WEEK-TV Peoria, Ill., ch. 12, West Central Bcstg. Co., 1949; WRTV (TV) New Orleans, ch. 4, Maison Blanche Co., 1950; WJHP-TV Jacksonville, Fla., ch. 8, Metropolis Co., 1949; KTRV (TV) Minneapolis, ch. 9, Northwest Bcstg. Co., 1949; KCWG (TV) Portland, Ore., ch. 6, Oregonian Pub. Co., 1948; KGDM-TV Stockton, Calif., ch. 8, E. R. Peffer, 1949; WMBT (TV) Peoria, Ill., ch. 6, Peoria Bcstg. Co., 1948 (re-granted 1952, ch. 43); WRTB (TV) Waltham, Mass., ch. 2, Raytheon Mfg. Co., 1950; WSEE (TV) St. Petersburg, Fla., ch. 7, Sunshine Tv Corp., 1949; WTPS-TV New Orleans, ch. 7, Times-Picayune Pub. Co., 1949; WVTL (TV) Utica, N. Y., ch. 3, Utica Observer-Dispatch Inc., 1949; KTVU (TV) Portland, Ore., ch. 3, Video Bcstg. Co., 1949; WAGE-TV Syracuse, ch. 10, WAGE Inc., 1949; Worcester (Mass.) Telegram Pub. Co., ch. 5, 1946; WTZR (TV) Chicago, ch. 2, Zenith Radio Corp., 1947.]

Archbishop Cons & Pros

EDITOR:

I personally object to your slur and backhand slap at the action of the Archbishop of Philadelphia. In matters of faith and morals as concerns the Catholics in his Archdiocese, he is not to be questioned.

In the future, I suggest you reserve your criticisms to the members of our own and allied professions. Sarcasm certainly was out-of-place in this instance, and I hope never to see another similar example of it in your publication.

E. L. Traxler Jr.
Zimmer, Keller & Calvert Inc.
Detroit

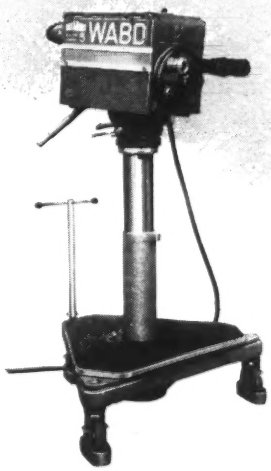
EDITOR:

I should like to add my heartfelt commendation to the many "back slaps" I know you are receiving on your editorial, "And the Sets Were Silent."

Too many people with good intentions experience one or two bad shows on radio or television, then proceed to point an accusing

for every purse and purpose...

Here's the *RIGHT* CAMERA DOLLY



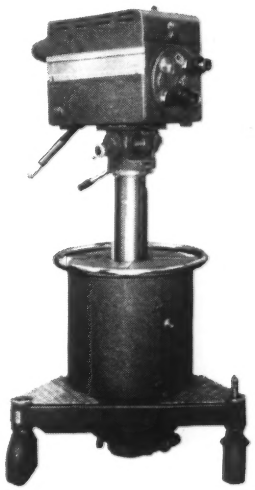
CLAMP-ADJUSTABLE

Just the dolly for the budget-conscious management. Offers many advantages found only in far more expensive dollys. Clamp permits camera to be raised or lowered to desired height. May be disassembled, or assembled in a few minutes by one man.

$595.00

SPECIFICATIONS

Weight	65 lbs.
Height	32″ to 52″ over panhead mount.
Wheelbase	29″ center to center.
Wheels	6″ rubber-tired, ball-bearing.
Portability	Camera mounting column separates from base.
Steering	T-handle permits steering by single or all three wheels.
Cable Guards	Guards adjustable from ⅛″ to 1″ above floor.
Width	28½″ passes through standard 30″ door.
Camera rotation	360°



PNEUMATIC-BALANCE

Greatest camera dolly on market today. Designed to fill most critical studio needs. Built-in air reservoir provides air pressure to raise or lower camera with only finger-tip pressure. Smooth, reliable, yet compact design.

$1975.00

SPECIFICATIONS

Weight	175 lbs.
Height	31″ to 51″ over panhead mount.
Wheelbase	29″ center to center.
Wheels	6″ rubber-tired, ball-bearing.
Steering	T-handle permits single or triple wheel steering.
Cable Guards	Adjustable from ⅛″ to 1″ above floor.
Air Required	⅓ weight of camera load.
Width	28½″ passes through standard 30″ door.
Camera rotation	360°

CRANK-ADJUSTABLE

The all-around camera dolly—combining lightweight, portability and smooth action. Camera raised and lowered by crank. Tension on mechanism adjustable to camera load for smoothest operation.

$1195.00

SPECIFICATIONS

Weight	90 lbs.
Height	34″ to 53½″ over camera mount.
Width	28½″ passes through standard 30″ door.
Wheelbase	33″ center to center.
Wheels	6″ rubber-tired, ball-bearing.
Cable Guards	Adjustable from ⅛″ to 1″ above floor.
Camera rotation	360°

SEE IT AT THE **I.R.E. SHOW**

WRITE... **Write or call for complete technical details, prices and specifications, now available through your TV equipment manufacturer or. . .**

STUDIO TELEVISION PRODUCTS SALES CORP.,

500 FIFTH AVENUE, NEW YORK 36, N. Y.

names the whole nation knows....

VICKS VA-TRO-NOL made in Greensboro

CAMEL cigarettes made in Winston-Salem

CANNON made in Salisbury

Chesterfield CIGARETTES made in Durham

DAN RIVER FABRIC made in Danville

Heritage fine furniture made in High Point

....and why not? They're among America's best-known products — and only a few of the many manufactured in our bustling heart of the Prosperous Piedmont.

The 29 counties WFMY-TV serves are a-hum these days with a profitable balance of agriculture and industry — an interlocking pattern of trading areas pivoting around these well-known cities. Together, they generate a buying power that exceeds *$1,500,000,000* a year!

WFMY-TV completely covers this market made up of many markets — reaching and selling a potential audience of over 1,160,000 people.

You can join the many successful advertisers using this multi-market station (CBS—basic) by calling any Harrington, Righter and Parsons office.

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

finger at the 99% that falls in the realm of wonderful.

Thank you for being the right kind of a champion for the right kind of cause.

George Guyan
Vice President
Walter Schwimmer Productions Inc.
Chicago, Ill.

EDITOR:

. . . I am very disappointed in an editorial appearing in the March 8th issue . . . entitled "And the Sets Were Silent." So Archbishop O'Hara made a mistake! So he spoke before he thought, perhaps! But why make it such an issue?

Actually, he paid a compliment to radio and television. He considered it of such a pleasurable value to man that he felt it would make a commendable penance and act of self-denial to relinquish a few of the "favorite" programs of those under his jurisdiction. I'm sure he neither meant for the farmer to discontinue listening to the market reports nor for anyone to turn off the latest news, and he, too, keeps well informed of daily events thru the medium of radio and tv. . . .

Yes, I am a Catholic.

Dolores R. Orth
Milwaukee, Wis.

EDITOR:

Congratulations on that wonderful editorial entitled "And the Sets Were Silent."

It was a masterful hunk of writing.

Cecil Woodland
General Manager
WQAN Scranton, Pa.

Bardahl's Feature

EDITOR:

I would like to express my appreciation for the very fine feature done on Bardahl's tv advertising in the January 18th issue of B•T . . . We have a number of distributors in Europe and other places abroad who will be quite interested in this article. You, yourself, might be interested to know that our television spots are being made in Portuguese, Italian and Norwegian for use on 35mm in theaters in those areas.

John M. Haydon
Advertising & Sales Manager
Bardahl Manufacturing Corp.
Seattle, Wash.

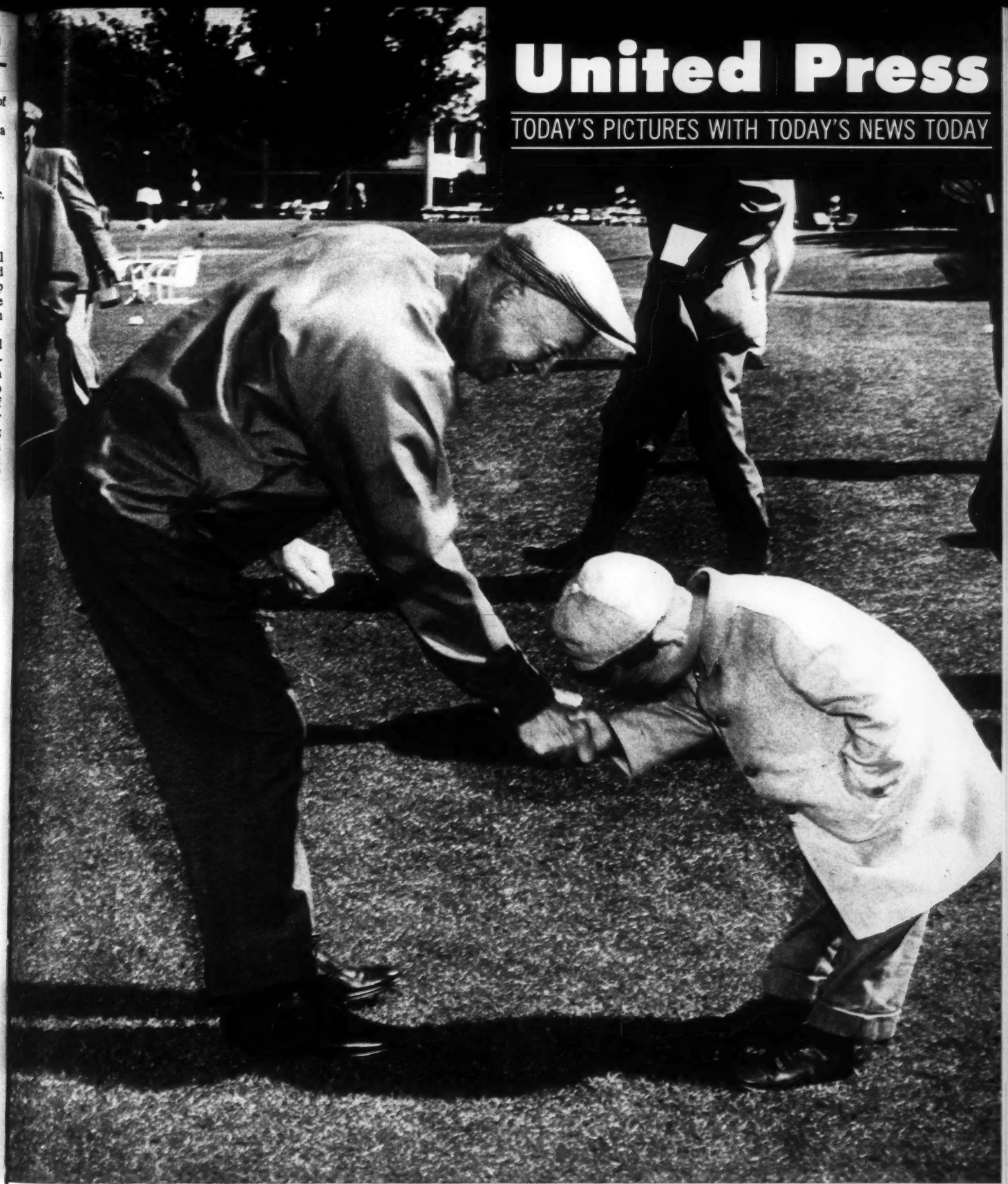
'Boilerplate' Selling

EDITOR:

In reading the March 8 issue's article on the sad plight of the NBC Radio Network, I notice quotations from some affiliated broadcasters concerned, among them, one man who questions whether ". . . the network is really important."

Could it be that after nearly three decades of seeing network economics directly competing with station economics in the national business arena, the hard facts of hard times will do to the networks what the majority of the nation's broadcasters never would: insist that the network provide a program service only, not a source of competition in sales which should rightly be the province of the stations and their reps.

The radio-television industry today stands as the last advertising medium which tolerates boilerplate economics. The boilerplate concept was never accepted by any major newspaper and was confined to small, hungry ones, but in



A photograph of himself that the President specially likes is this one, taken by U. P.'s Frank Cancellare. It shows the finale of a ritual devised by Mr. Eisenhower's grandson, David, who is five. When he comes upon his grandfather at leisure, David first imitates a bugle call, then runs to greet him with a handshake and a deep and formal diplomatic bow.

Climb aboard for
POWER PLUS!
WMC'S NEW 640 foot tower
The only half-wave... and the most efficient radio antenna in Memphis!
Producing 65% more efficiency over the typical quarter-wave antennas operated by other stations in Memphis. It is equivalent to 8,300 watts used on a typical quarter-wave tower.
WMC MEMPHIS
NBC — 5000 Watts — 790 K. C.
National representatives, The Branham Company
WMCF 300 KW simultaneously duplicating AM schedule
WMCT First TV station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

radio and now television, boilerplate selling is the accepted rule. . . .

With the networks taking two-thirds of the national dollar and skimming the cream of the national accounts off with programs, the stations and reps have had to live off the minor campaigns using announcements; now with the networks descending even to the latter level, the stations may finally get enough backbone to force the networks into a flat-fee program-service economics, where they rightfully should have been from the first.

Ed McKay, Manager
WROM-AM-TV Rome, Ga.

K & E Survey

EDITOR:

Will you please send us a copy of the radio merchandising supplement which you published [Nov. 30, 1953], a survey made by Kenyon & Eckhardt, showing the various merchandising services made available by various radio stations throughout the country?

Joseph R. Coleman
Account Executive
Barlow Advertising Agency
Syracuse, N. Y.

Big Bend Tv-less

EDITOR:

In reference to the article in B•T on March 1, released by CBS Television Research Dept., compiled by A. C. Nielsen Co., the article is not correct.

The report states that Brewster County (Texas) has 280 tv families. Only two (2) tv sets are in this entire county, and they are owned by hams who use them for experimental purposes only.

Gene Hendryx, Manager
KVLF Alpine, Tex.

Changing Picture

EDITOR:

We note . . . the list of television ownership by counties, in B•T's March 1st issue.

This is fine information as far as it goes. Unfortunately, however, it is not complete . . . at least when you take into consideration that WAIM-TV, channel 40, was not on the air. Hence, the uhf sets [figure] as shown in the survey, does not truly reflect the overall picture of the total uhf sets in our coverage area. Figures of this kind are inaccurate based on present day increased trends of uhf sets. For instance, in our area alone, instead of Anderson County showing 15% of the uhf families against the total families, there are now 30% uhf families, which is, in reality, 100% increase in uhf families since November 1st.

Glenn P. Warnock, General Manager
WAIM-TV Anderson, S. C.

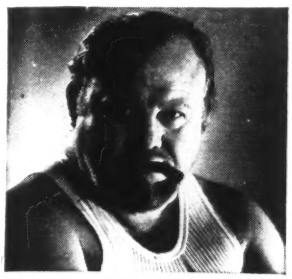
CJOR Offer 'First'

EDITOR:

We would like to inform you as a matter of interest that this station, upon hearing that the 9 o'clock gun was to be silenced [B•T, Feb. 22], offered the Mayor and the City Council our cooperation to keep the gun firing. This offer was made on January 4th of this year. . . . We have since been informed that CKNW made a similar offer about a week later. We realize that we did not send you a news item on this matter. We are merely pointing out the other station was literally "jumping the gun."

F. W. H. Wellwood
Exec. Asst. to the Pres.
CJOR Vancouver, B. C.

TERESA BREWER



BURL IVES

GALE STORM

CARLOS RAMIREZ

PATRICIA MORISON

THE SPORTSMEN

top talent—low cost!

Build profitable star-studded programs with the new combined Studio Telescription Library*

Now you can have the country's leading musical personalities working for you . . . winning audiences and attracting sponsors . . . all at an unbelievably low monthly cost.

The Studio Telescription Library, over 1,100 three minute films produced especially for TV, is an absolute "must" for profitable programming. In no other way is a sponsor able to participate in such popular, production-type shows without high production expenses. Even the most budget-minded local advertiser can now afford the "luxury" of top-notch television sales impact.

Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service. Find out today how the Studio Telescription Library, with its complete merchandising package, can increase your profits through higher ratings, more sponsors, lower program costs.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

STUDIO FILMS, INC.

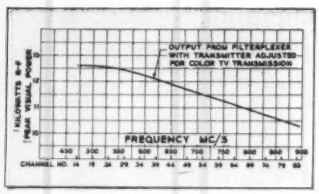
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632

RCA 12.5-KW UHF Transmitter
type TTU-12A

❶ 12.5-KW UHF Power Available



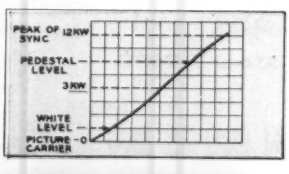
With RCA's new transmitter, you get full *12½-kilowatt output* (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.

❷ 300-KW to 500-KW Effective Radiated Power (ERP)

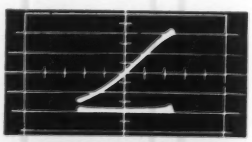
Operated in combination with a non-directional RCA high-gain UHF Pylon Antenna, this 12.5-KW transmitter is capable of providing an ERP of 300 KW. With a directional RCA Pylon Antenna, powers up to 500 KW are possible (in a given direction).

❸ Designed for Color

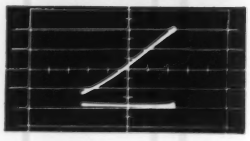
Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.



Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter.

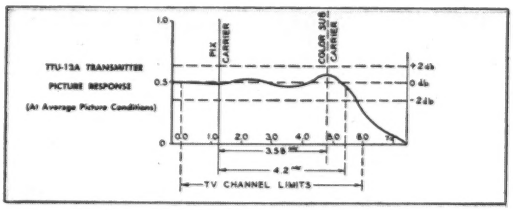


A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."



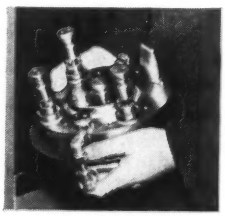
Another linearity trace (taken directly from an oscilloscope) of the TTU-1B when driving the TTU-12A to 12 KW "peak-of-sync." "P.A." output.

❹ Unsurpassed Monochrome Quality



Equally important—you get SUPER MONOCHROME QUALITY with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

❺ Conventional Tubes Throughout



The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because *only conventional type tubes are used.* For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.'s". This tube is small and easy to handle—fits into a unique "glide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-power UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

❻ Economical To Operate

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to $34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

TABLE I

(Typical Transmitter Specifications and Meter Readings)

Transmitter Power Consumption (approx.):		
Average Picture		85 KW
Power Factor		0.9
Transmitter Output Meter Readings:	**Peak of Sync**	**Aural (C.W.)**
Power Output (transmitter)	14.0 KW	8.4 KW
Power Output (Filterplexer)	12.6 KW	7.6 KW
Plate Efficiency	47.6%	33.3%
Transmitter Overall Dimensions:		
Width (front line cabinets)		235"
Height		84"
Depth		32-9/16"
Weight		6000 lbs. (approx.)

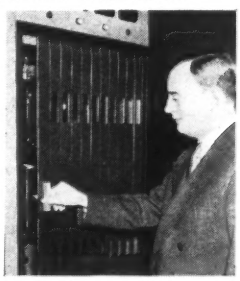
Only the RCA 12.5-KW "UHF" has all these 11 features!

⑦ RCA 1-KW Driver—Plenty of Reserve

The RCA 12.5-KW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-KW UHF power amplifier later.

⑧ Space-Saving Mechanical Features

Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27″ wide, 32″ deep, 84″ high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed intercabinet connecting cables reduce installation costs.

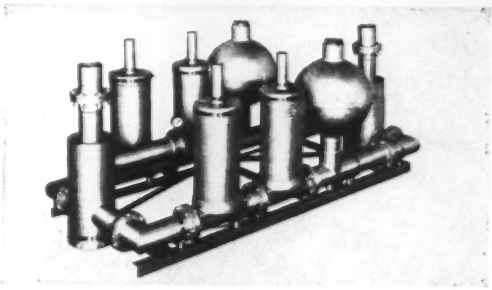


⑨ 10 Micro-Second, Fault-Protection

Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

⑩ Hi-Lo Cutback Reduces "Off-Air" Time

With the TTU-12A transmitter you can cut back to a generous 1-KW power level—and stay "on-air" while making emergency repairs to the 12½-KW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.



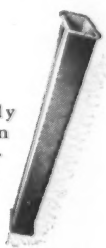
RCA TTU-12A Filterplexer

⑪ You Pay Nothing for "Extras"

The price of the RCA 12.5-KW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

Specify a Completely Matched UHF System

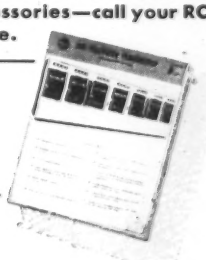
RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!



RCA UHF Waveguide Section

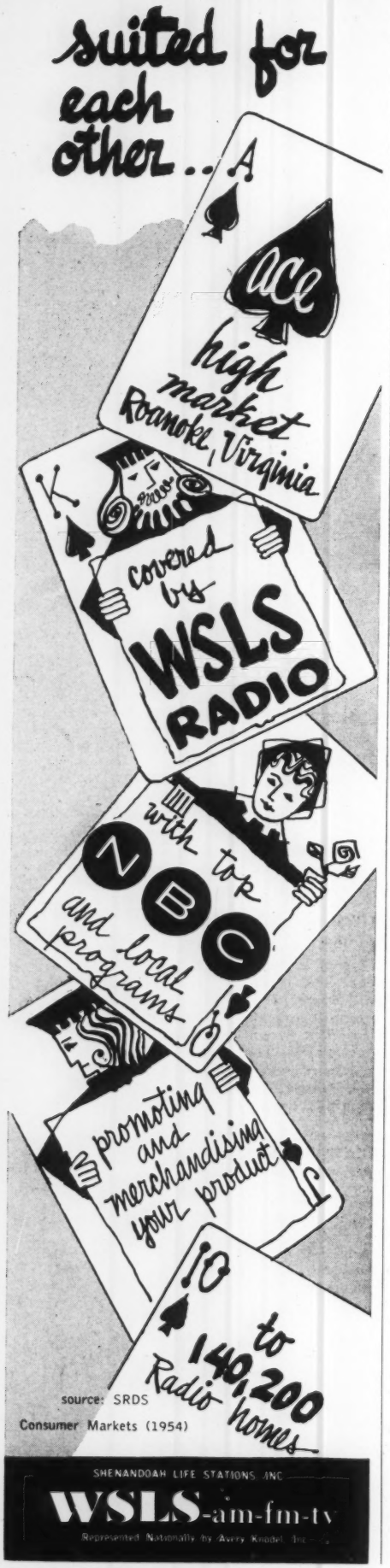
For complete information on the RCA 12.5-KW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-KW UHF transmitter. Includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**



our respects

to

SEN. CHARLES EDWARD POTTER

REPUBLICAN Sen. Charles E. Potter nowadays is a bit busier than usual because of the Schine-Cohn-McCarthy affair with the Army, an extra load which makes about as much a ripple on the Potter calendar as a few buckets of water dumped into the Mississippi.

The junior Senator from Michigan starts his day in the U. S. Capitol at 7:30 or 8 a.m. and winds up anytime he can clear his desk in the evening.

When the Senator is caught at a free moment, however, his visitor will find the chairman of the newly-formed Senate Communications Subcommittee a warm, pleasant person.

Of one thing the Senator, who asked for the communications leadership on the Senate Interstate & Foreign Commerce Committee despite only a layman's knowledge of the radio-tv field, is certain:

His subcommittee wants to know what problems exist in the industry, what the FCC can and is doing about them and how Congress can lend a legislative hand.

The Senator, incidentally, is a problem solver. That goes for his private life as well. A personal victory came after World War II when the Senator, who had lost both his legs, made such a successful readjustment that handicapped veterans the country over were encouraged to do as well.

Sen. Potter, 38 years old and a seven-year veteran of Congress (started in the House in 1947, was elected to the Senate five years later), is "fascinated" with radio and tv. He believes the communications group is "one of the most vital committees" on Capitol Hill.

Sen. Potter finds certain problems in the industry, and he includes uhf development as one of the biggest, saying some "possibly would require legislation . . . others would need understanding."

Sen. Potter explains his political philosophy, which he says outlines his general stand on the radio-tv industry, as, "The less regulation the better." But "there is a need of some regulatory body of a kind" because "the public interest must be guaranteed. There must be an impartial Commission to study radio-tv problems."

The Senator emphasizes: "There's room for both radio and television. Tv won't push radio off the map." At the minimum, radio will become "more or less a supplement" to tv.

Charles Edward Potter, as farm boy, public official, disabled war hero, Congressman and Senator, has pursued a colorful career.

He was born at Lampeer, Mich., Oct. 30, 1916, the son of farmer Fred Potter and Sarah Converse Potter. The Senator spent a considerable part of his youth on a farm, attended public schools in his home town and in 1938 graduated from Michigan State Normal College with an A. B. degree. A year out of college, he married the former Lorraine Eddy of Cheboygan.

In 1938-42, he was administrator of the Bureau of Social Aid in Cheboygan County.

He entered the Army in May 1942 as a private and was commissioned a second lieutenant after completing infantry school.

Lt. Potter served with the infantry's famous Keystone Division (the 28th) which crossed the channel on D-Day, fought at St. Lo and figured in the Battle of the Bulge. The lieutenant was wounded seriously three times. He was with the division when it was first to enter Paris.

Not long after he was promoted to captain on the battlefield, he was with his unit near Colmar (in Germany) near the Rhine. A night attack was held up by a machine gun behind a dike.

The captain took a half dozen men and approached the machine gun emplacement. In the assault, Capt. Potter jumped over the dike and fell squarely on a land mine. This was the action that cost him both his lower limbs.

He was discharged in the summer of 1946 a major, holding the Silver and Bronze Stars, the French Croix de Guerre with Silver Star and the Purple Heart with two clusters.

His biggest campaign came in learning to walk again, first on crutches, then with artifical legs and finally with the assistance of canes. During his hospitalization he wrote a manual on community planning for severely disabled veterans, now standard in many states.

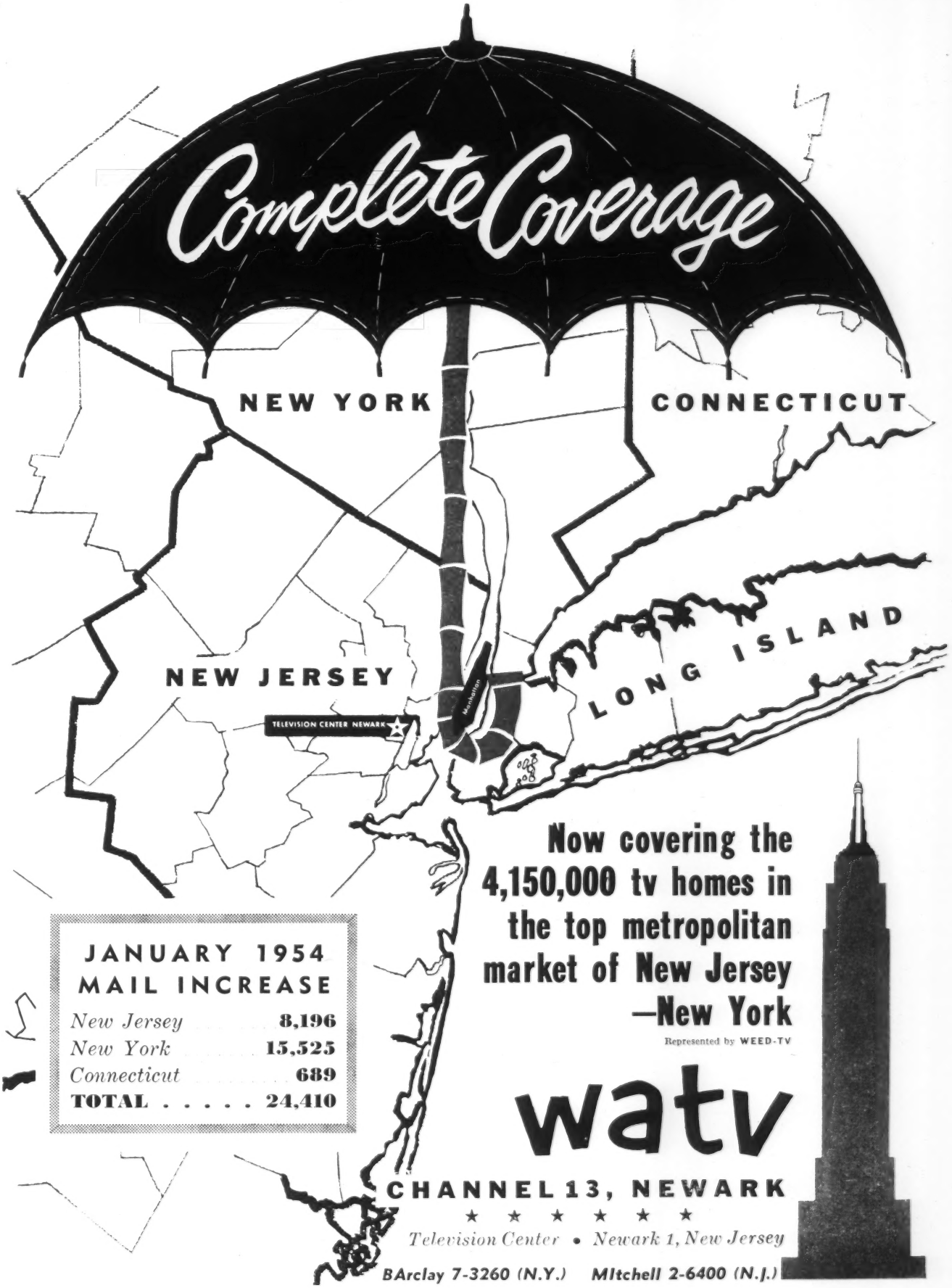
As a vocational rehabilitation adviser with the Labor Dept. he won national recognition.

On Jan. 19, 1952, while still a Congressman, he was named as one of the 10 outstanding young men in the U. S. by the Junior Chamber of Commerce.

When Sen. Blair Moody (D-Mich.) ran to retain his seat in the last election, the Republicans, Rep. Potter among them, searched for an able candidate to oppose him. As potential candidates dropped out for one reason or another, Rep. Potter was prevailed upon to campaign. Thus, "a no-burning-ambition to go the Senate," as Sen. Potter expresses it, was kindled into a sort of "draft" that swept him into the Senate.

The average person, according to Sen. Potter, "relies on stations for news." The industry, therefore has a great public trust—"It must be objective in news responsibility. It wields a great influence on public opinion."

The Senator's communications unit is but part of a big committee-subcommittee lineup. He is a member of the McCarthy Permanent Investigations Subcommittee, the special Elections Subcommittee, the water transportation and the business-consumer subcommittees of the Commerce Committee and a special committee studying communist atrocities.



JANUARY 1954 MAIL INCREASE

New Jersey	**8,196**
New York	**15,525**
Connecticut	**689**
TOTAL	**24,410**

Now covering the 4,150,000 tv homes in the top metropolitan market of New Jersey —New York

Represented by WEED-TV

watv

CHANNEL 13, NEWARK

★ ★ ★ ★ ★ ★

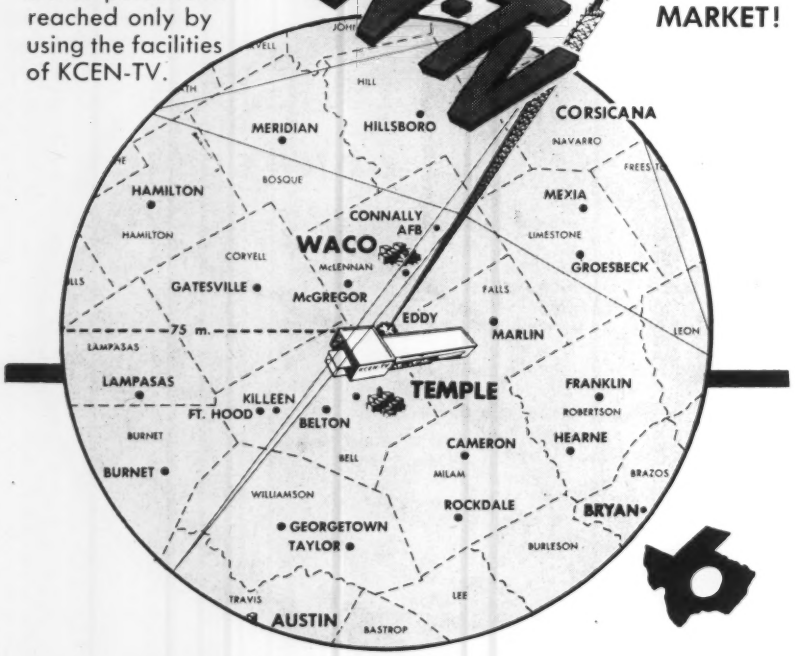
Television Center • Newark 1, New Jersey

BArclay 7-3260 (N.Y.) MItchell 2-6400 (N.J.)

KCEN-TV preferred

Recognized as the important new metropolitan market of Central Texas, this complete Billion Dollar potential is reached only by using the facilities of KCEN-TV.

FOR FULL COVERAGE OF THE TEMPLE-WACO MARKET!



THESE ARE SOME OF THE ADVERTISERS USING KCEN-TV

Lucky Strike Cigarettes
Buick Automobiles
Ajax Cleanser
Palmolive Soap
Halo Shampoo
Colgate Dental Cream
Palmolive Shave Cream
Palmolive After Shave Lotion
Fab
Crosley Appliances
DeSoto Cars
Ford Cars and Trucks
G. E. Appliances
Minute Rice
Jello
Gillette Razors
Gillette Blue Blades
Gillette Shave Cream
Toni and Prom Home Permanents
Gulf Products
Johnson's Wax Products
Chesterfield Cigarettes
Tide, Lilt, Cheer and Camay
RCA Products
Wesson Oil and Snowdrift
Bowes Seal Fast
Supreme Bakers
Budweiser Beer
Bulova Watches
Dentyne Gum
Falstaff Beer
Kool Cigarettes
Oldsmobile Automobiles
Schlitz Beer
American Beauty Flour
Mrs. Baird's Bread
Brockles Special Dressing
Fritos and Cheetos
Grand Prize Beer
Humble Oil & Refining Co.
Ireland's Chili
Lone Star Beer
Magnolia Petroleum Co.
Maryland Club Coffee
Patricia Reid Cosmetics
Pearl Beer
Mrs. Tucker's Shortening
Western Holly Stoves
Holsum Bread
Jax Beer
Coca-Cola
Southern Select Beer

KCEN-TV is the only VHF station in this area. Antenna height is 833 feet . . . maximum power 100,000 watts.

KCEN-TV VHF CHANNEL 6
TEMPLE, TEXAS
P. O. BOX 188

NBC INTERCONNECTED

Owned and operated by the Bell Publishing Company; represented by George P. Hollingbery, national representative; Clyde Melville Co., Texas representative.

GEORGE WOLF

on all accounts

"GEORGE WOLF is that rarity in the business—a director who can write and a writer who can direct." So states a colleague of the newly-elected vice president in charge of radio and television for Geyer Inc., New York.

What the colleague failed to add was that Writer-Director George Wolf is also a producer who is genuinely productive.

Mr. Wolf entered broadcasting immediately after completing his education in his native Paterson, N. J. Arriving in New York with a few friends but with his kit crammed with ideas, he caught on soon as an assistant to Herb Moss, then producer of *Truth or Consequences*, and later became a collaborator with Larry Bierson on a daytime soap opera.

His career was interrupted by the war, when he was assigned to writing and producing films at the Army's studios in Astoria, L. I.

When he left the Army in 1945, Mr. Wolf joined NBC's press department, where he wrote and produced a weekly institutional show, *Your Radio Reporter*. He also worked with the network corps on trade and press publicity.

In 1946 he joined Foote, Cone & Belding as director of publicity and in a year and a half was-named assistant to Roger Pryor, tv director. Soon afterward he became radio-tv programs manager and subsequently director of radio-tv productions for FC&B, supervising much of the agency's $18 million radio-tv billing.

In August 1953 he moved to Geyer Inc. as radio-tv director, and several weeks ago was formally elected vice president in charge of radio-tv.

In the latter capacity he supervises the following radio-tv accounts: American Home Foods (Boyle Midway), Kiwi Polish Co., Nash- Kelvinator Corp., Tetley Tea, Weston Biscuit Co., National Paper, Can Mfrs. Institute and U. S. Industrial.

Mr. Wolf has written an original screen play entitled "The Miami Story," expected to be released soon.

Mr. Wolf married the former Miriam Gaffney, one-time secretary to Syd Eiges, vice president in charge of public relations at NBC, in April 1946. The Wolfs live in a Manhattan apartment. They have a son, Richard Anthony, 7.

Mr. Wolf has just been named chairman of the New York Cancer Drive and currently is preparing on its behalf an all-star show on WNBT (TV) New York March 31. He served in a similar capacity in 1948.

His hobby is "weekend writing" on television scripts, plays and motion pictures.

Flash!

Latest Conlan Survey (Nov., '53) gives WDAY-TV the following Share-of-Audience in Metropolitan Fargo:

TOTAL AFTERNOON 98.8%
TOTAL NIGHTTIME 99.1%

WDAY-TV FARGO, N. D.

NOW ON FULL POWER

(UP FROM 13,000 TO 65,000 WATTS)

AND CARRYING PRACTICALLY ALL TOP-RATED PROGRAMS FROM ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

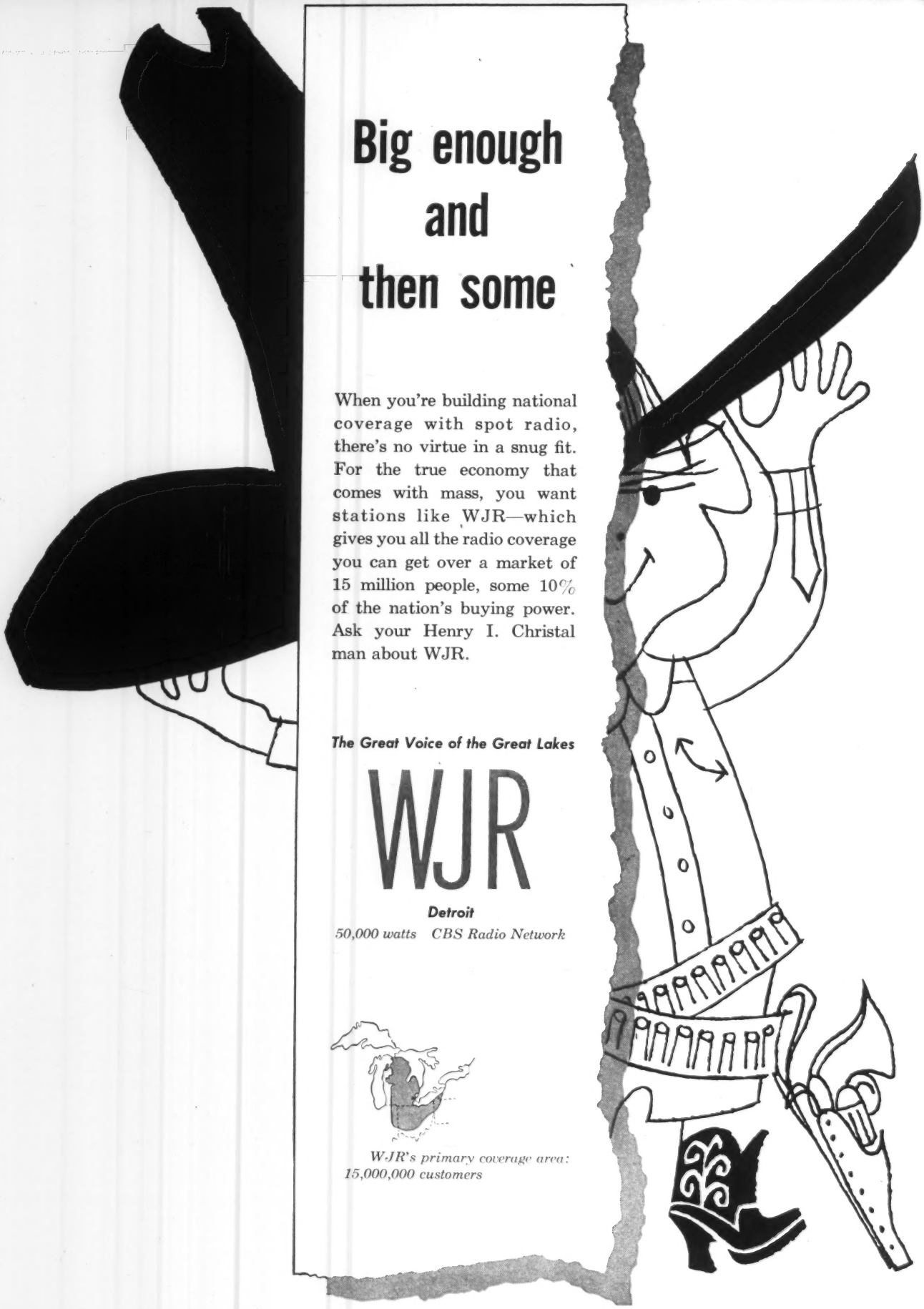
The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers



BROADCASTING TELECASTING

March 22, 1954 Vol. 46, No. 12

ANA SCORNS 'SLUMP' SCARE, LOOKS TO BIGGER AD BUDGETS

Broadcasters are due to get a large portion of the increased advertising predicted at the Assn. of National Advertisers' convention in Hot Springs. Television came in for its share of the spotlight, but much of the talk turned to radio.

THE NATION's top advertisers, brushing off scare talk about a depression, are increasing their ad budgets this year—and radio-tv will get a lot of the increase.

This move to fight any actual or anticipated slump in sales dominated the Wednesday-Friday spring meeting of the Assn. of National Advertisers at The Homestead, Hot Springs, Va.

Over 300 advertisers, representing 460 companies spending $1.3 billion in major media, stopped to take stock of the economic situation and to see what they can do about it. They can do plenty, judging by the advice given the men who spend media money for the giants of American commerce and industry, and judging by the way they talked informally between meetings. Radio was the "sleeper" at the three-day convention, emerging as an absolutely necessary mass medium in the minds of these skilled advertising directors after several rough years at ANA's hands.

Color tv was discussed a lot in the lobby chatting, and black-and-white had its usual prominence on the agenda and in the informal talks, but "unfashionable" radio along with newspapers and magazines, are coming from behind the shadows cast by television.

The new ANA look at aural broadcasting bears little resemblance to the "Golden Age of Radio" concept of the pre-television era. Rather, these advertisers are thinking in terms of mass coverage at low cost and spotting of sales messages where they will do the most good.

But more important in terms of the future, as a leading agency executive told advertisers, they must revise their radio concepts in terms of "America on the Move." David B. Crane, Benton & Bowles, vice president in charge of media, put forward this idea as he traced what has happened to the nation's living habits. No longer, he said, can advertisers aim radio messages merely at the fireside audience. They must shoot at 30 million radio-equipped autos, plus the other places where radio sets can be found. And Mr. Crane, again peering into the future, predicted new ways will be found to use radio.

'To Hell With Tv'

With the theme "To Hell With Television," Mr. Crane called for readjustment of media planning.

Television commercials set off another discussion, sparked by Robert L. Foreman, vice president of BBDO. What irritates him most, Mr. Foreman said, is loose and unfounded talk about "irritating television commercials." Conceding there are some annoying plugs on this six-year-old medium, Mr. Foreman called for fair appraisal of the problem and picked out some of the obvious bugs in the gossipy comments of the uninformed and prejudiced.

Television's progress held a lot of attention at the ANA meeting, especially from a how-to-use-it standpoint. Advertisers were interested in what Joseph M. Allen, ANA radio-tv director, described as "the new magazine types of television programming." Participation buying is popular among these advertisers, especially those who are most concerned about the cost of major tv productions.

The reawakened interest in radio ranges through the million-dollar-and-up advertisers such as General Electric Co., U. S. Steel, Miles Labs, and Borden into the medium-budget companies. The under-a-million advertisers, with regional and spotty distribution areas, are equally radio-minded. They find it the most flexible of all media in its grass-roots appeal.

ANA's membership includes roughly 52% of the companies who spend over a million dollars a year in network time and other media. About half of the ANA members spend under a million dollars a year in these major media. No signs of the 1951-53 ANA pressure to beat down radio rates was apparent at Hot Springs. The advertisers who once wanted networks to just about give away their time, especially in the evening, are no longer blinded by the brilliance of tv's appeal. There's no doubt, however, that radio network time is being bought carefully as a working medium rather than as a glamorous way of contacting the public. If its glamor they want, tv will get the contract, but many advertising executives are getting their television the economical way—participations and spots.

George B. Park, General Electric's manager of advertising and sales promotion, keynoted the convention Wednesday by calling on advertisers to meet the rising tide of scare talk head-on and beat a slump before it really gets started.

"There's a massive array of good, solid facts showing the stability and strength of the nation's business," he said, "but recession talk persists."

Best Advertised Slump

He added his own idea of the economic situation—"a sort of nervous prosperity." The "advance buildup has been terrific," Mr. Park said. "If it comes, it will be the best advertised slump in history." He agreed with psychologists "who say we can talk ourselves into trouble" but claimed he hadn't found a single economist or forecaster "who can factor human emotions and mass public reactions into his figures."

His anti-slump advice to advertisers: New and better products; more volume at better margins; throwing out old or unprofitable lines; factory efficiency; better pricing for better values; intensified, well-planned advertising and selling.

Ben R. Donaldson, ANA board chairman and Ford advertising director, warned that advertisers must "sustain and enhance public

THE PRESIDENT and the board chairman of the Assn. of National Advertisers meet with advertiser delegates at the Hot Springs convention: (l to r) seated, Walter Boone, Dow Chemical Co.; ANA President Paul B. West; Board Chairman Ben R. Donaldson, Ford Motor Co.; Russ Applegate, DuPont; standing, Chuck Rice, American Viscose Co.; Robert Raidt, Bayuk Cigars; Ward Maurer, Wildroot Co.; Charles Schmidt, U. S. Steel; William Murphy, Shell Oil Co., and Carl Ruprecht, Underwood Corp.

confidence and acceptance of advertising." Terming this "an over-riding responsibility of all national advertisers," he added this thought: "Advertising is the principal means most of our companies have for reaching the consumer and making sales."

Joining him in this thinking was William G. Power, advertising manager of General Motors' Chevrolet Division, who urged advertisers "to pull out all the stops in a dynamic drive to stimulate sales."

Auto manufacturers, many delegates observed, are among victims of what has been called a slow-down of consumer spending.

Mr. Donaldson announced ANA plans to form a new advertising management committee, with membership drawn from accounting departments of member companies. The committee will study advertising appropriations and advertising staff operations. It will examine factors in determining how much to spend and how to draw up and present budgets. Mr. Park will serve as committee chairman.

ANA's Guests

Guests at the ANA meeting included Ken R. Dyke, Young & Rubicam, a former ANA board chairman and an ex-NBC vice president, and Richard Hooper, RCA Victor Division. RCA supplied the convention sound system.

CBS provided entertainment at the Thursday banquet, with Lester Gottlieb in charge of production. Entertainers included Cass Franklin, m.c., Hal Leroy, dancer; The Great DeLage & Shirley; Monica Lane; Byron and Margot Talbot, dancers; Eileen Barton; Herb Shriner, and Sammy Fidler's orchestra.

Aiming at video-minded advertisers who sometimes forget about radio, Mr. Crane stopped the show with this opener, "Confidentially, to hell with television." He added, "For a few minutes let's talk about this unfashionable instrument called radio." He offered two exhibits—one a magazine-newspaper exhibit, the other a radio set, as a quick refresher course in case any advertisers might have forgotten about them.

Listing radio's present and future dimensions (see box), Mr. Crane estimated listening losses in nighttime radio from past peaks but showed how daytime listening has been less affected. Radio-only homes represent a substantial segment of the total market for mass products, he said, adding that the potential listening audience for daytime radio "is still tremendous." He cited Nielsen data showing 31% of tv homes don't use tv sets in the afternoon, providing a vast radio potential.

As to radio network flexibility, he said they will maintain attractive pricing as they offer regional hooks, cut the minimum number of weeks and arm themselves for a fight to hold their media position.

Local Radio Cited

"Local use of radio, with either programs or announcements, will continue to represent a good advertising opportunity," according to Mr. Crane. "Specialized listening such as hillbilly music, or good music, or news, and so on, have shown considerable resistance to television competition. It is very likely that they will continue to do so. Practically none of our now acceptable measurements of radio listening take into account the total amount of radio listening in multi-radio-set homes, nor can we measure exactly the automobile radio audience, accounting for about 8% of the total tune-in.

"It is likely that our electronic age will produce some techniques which will enable us to measure all of our radio listening rather than the something less than total we now know. When this is done, it is very probable that we will find new ways of using radio to advertise. So far in our history, we have advertised largely to America at home." Based on changing patterns of living, he said radio's future must reach Americans when they are away from home.

Mr. Crane believes further growth of tv, plus development of color, "will have no appreciable effect on total magazine and total newspaper circulation." Big circulation magazines will get better, he predicted, specialty magazines will hold their position and perhaps increase, but marginal magazines of general interest and medium circulation will suffer from television.

He said the magazine or newspaper reader buys a planned package but the variety of tv programming as viewed by the listener consists of bits and pieces "rather than a balanced package of thoughtfully selected material." He doubted if helpful, informative tv shows such as homemaking programs command large audiences, since the housewife is likely to get such material from magazines at a convenient time of her selection.

Mr. Crane emphasized that the magazine advertising message is less of an intrusion than some tv commercials. He contended television has widened the interests of the public, and often sends viewers to printed media for more complete information. He cited Bishop Fulton Sheen's telecasts to show how viewing "strengthens the printed word as interests widen." He said the subject of complementing tv with magazines should be carefully studied in media planning.

Concluding, he said, "To hell with television? No, not really. But don't be so bowled over by this glamorous medium that you miss the many opportunities that are available to you in radio and print."

In defending tv commercials, Mr. Foreman asked, "Where does this idea come from—that tv copy is offensive to the American public—that manufacturers and their advertising agencies are misusing the medium—are tarnishing its brilliance and laying waste is aesthetics?"

After listing the "rather voluble group who write columns," letter-to-the-editor type and "an entity known loosely as "educators," he pointed to a "heterogeneous—but small—segment of the public" that figures "if every program isn't like *Omnibus* and every commercial a chainbreak in length, unobtrusive in approach and subtle in technique—it's bad. Not just a bad commercial but bad for the American people to be exposed to."

Mr. Foreman teed off on "the Thought Counselors," recalling a questionnaire sent to some "educators." He explained how adroitly slanted questions made it easy to trap the academic mind into checking off a list of complaints about tv copy. He said complaints were based on "obtrusiveness" and excessive repetition. Tv commercials, according to the survey, are boring, irritating, deceiving and infuriating.

Complaints 'Bushwa'

This is "bushwa," he said, explaining that as a viewer of tv, husband, and father he feels tv commercials "are not insulting, degrading, or obtrusive, whatever the hell that is."

Advertising, Mr. Foreman explained, "generally is a reflection of a corporate personality and a corporate personality is a reflection of the businessmen who run the company." He is confident businessmen have more common sense, aesthetic sensitivity and civic responsibility than any other group, "including professors and columnists and writers of letters to the *Times*."

The main difference between good and bad commercials lies in their effectiveness, he said, which in turn partly depends on their sincerity, good taste, believability, friendliness, honesty and attractiveness.

He listed effective tv selling examples, including DuPont Mylar, Maxwell House, De Soto, B. F. Goodrich, Kraft, Bond bread, TWA, Surf (Linkletter), Garroway (Gypsum), Wildroot, Kent, Luckies and others.

To be effective, he argued, commercials must be simple, direct, pictorial and demonstrative, relying on a personality if available. Animation must be realistic as well as entertaining, he argued.

Within two years, he concluded, "we'll be wondering how we ever got along without color television."

Advertising Causes Sales

Frank W. Mansfield, sales research director of Sylvania Electric Products and chairman of ANA's Advertising Research Steering Committee, urged ANA members to treat advertising as a cause of sales and not as a result of sales. In calling for a better job of preplanning advertising programs he analyzed the steps in reaching the prospect and bringing about a sale.

Mr. Mansfield used a hypothetical case in which a tv program costing $2 million a year was tuned by 10 million of the 27 million tv families, producing $1.60 return per $1 of expense for a manufacturer of radio tubes, refrigerators and tv sets. He emphasized the importance of fact-finding studies and the need for teamwork between advertising, factory, engineering, statistical, public relations, controller and sales research departments.

Better fact-finding could bring a 10% in-

Radio Analysis

"RADIO is the almost constant companion of almost everyone, both inside and outside the home," says David P. Crane, vice president in charge of media, Benton & Bowles. Here are some of the basic facts about this companionship, as presented by Mr. Crane to the Assn. of National Advertisers spring meeting:

Over 105 million radios in use, or 2½ sets per family.

98% of families have one or more radios.

70% of autos, or 30 million, have radios.

Over 12 million radio sets produced last year.

Number of radios increased 35 million since advent of television.

Number of multiple set families will continue to grow.

18 million radio homes have no tv set now.

14 million radio homes will have no tv set in 1955.

One year from now, audience potential for daytime radio will be over half of all homes.

Auto sets account for an estimated 8% of total tune-in.

Daytime radio is still a good coverage vehicle.

Nighttime radio eventually will decline to 10% of homes tuned in 8-10 p.m., compared to 50% in the "Golden Age of Radio," and hold that level.

Radio networks offer attractively priced buys, becoming more flexible but this does not mean there is a "fire sale on."

The future of radio advertising must include "America in motion."

crease in advertising efficiency, or $130 million profit for ANA advertisers spending $1.3 billion per year, he claimed.

Alfred Politz, president of Alfred Politz Research Inc., called on advertisers "to double advertising effectiveness by means of research." S. J. Caraher, services division manager of E. I. du Pont de Nemours & Co., called for careful planning of advertising budgets, with frequent re-examination of campaigns.

Walter C. Ayers, executive vice president of Brooke, Smith, French & Dorrance, declared the competition "for the eyes and ears of the American people is absolutely fantastic, and getting more so each year." This means, he said, that advertisers must adjust to the trend and "reach and interest people where they are —not where we think they ought to be, or used to be."

Noting economic trends, he added that advertisers "can make of selling and advertising, instruments which more than anything else can make the country virtually depression free." Consumer buying is shifting from a fulfillment of needs to a fulfillment of wants, he said.

NETWORKS CITED FOR PUBLIC SERVICE

Ad Council attributes 5.5 billion home impressions to the networks and their advertisers.

RADIO and television networks and their advertisers contributed 5.5 billion home impressions last year, topping newspapers, magazines, transit and outdoor, according to an analysis of Advertising Council campaigns by Gordon C. Kinney, radio-tv director for the Council.

Addressing the Assn. of National Advertisers at Hot Springs, Va., Friday, Mr. Kinney lauded this network public service help given 17 major council campaigns as well as 40 other causes. He said the 1953 contribution of commercially sponsored network programs was a billion home impressions above the 1952 figure. (See ANA coverage, page 27.)

"Without radio-tv cooperation, the government agencies and private organizations would find it virtually impossible to get done voluntarily those things that need doing," he said. Sponsors and networks should "sign their name" to these public service messages, he suggested, so the public will know who deserves credit. This, too, would improve business and advertising public relations to a major extent, he added, demonstrating "to millions every day, every night, every week the outstanding role that advertising plays in improving America."

Mr. Kinney listed a number of radio-tv messages on behalf of the Council's campaign, particularly a message by the Assn. of American Railroads on its NBC Radio series. This message "spoke proudly and distinctly for better schools. No question here of the star spreading himself with personal good citizenship glory. The advertiser handled this one himself."

Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co. and "Future of America" campaign coordinator, described this new plan of the Advertising Council to build informed confidence in the American economy and its potential. McCann-Erickson is voluntary agency for the campaign, which starts on radio and tv the first week in April.

MacGovern, John Named Esty Vice Presidents

GEORGE MacGOVERN, director of research, and William E. John Jr., account executive, have been named vice presidents of William Esty Co., New York.

Mr. MacGovern, who joined the agency a year ago, formerly was director of sales development and services division of NBC. Previously he was associated with MacFarland-

MR. MacGOVERN MR. JOHN

Aveyard & Co., Look Inc., Campbell-Ewald Co. and BBDO.

Mr. John is the account executive for General Mills products and has been with the agency since 1952. Before that he was an account executive with Grant Adv. and Ruthrauff & Ryan.

Agencies Named for M&M, Winstons and Ayer Products

AT LEAST three major advertisers—Hawley & Hoop, Harriet Hubbard Ayer, and R. J. Reynolds Tobacco Co.—appointed agencies to handle their advertising budgets last week.

Effective May 1, Hawley & Hoop (M & M candies), Newark, sponsor of the half-hour *Johnny Jupiter* tv show in 83 markets, will be serviced by Ted Bates Inc., New York. Roy S. Durstine Inc., New York, has been servicing Hawley & Hoop for the past year and prior to that Grey Adv. had the account. Although media plans are still in the talking stage at Bates, television definitely will be continued, a spokesman told B•T.

Reynolds Tobacco Co., Winston-Salem, N.C., named William Esty & Co., New York, to handle the advertising for its new entry into the battle of the filter-tip cigarettes, Winston cigarettes, a king size filter-tip. Media plans are being worked on.

Harriet Hubbard Ayer, recently sold by Lever Brothers and formerly serviced by Ellington & Co., named Huber Hoge & Sons, New York, to handle advertising and promotion for its cosmetics. Television and radio spots will be used. Although specific budgets have not yet been worked out, it was understood that a limited television spot campaign probably would start in April or May.

Walsh Named Chairman, Cunningham Pres. at C&W

FRED H. WALSH, president of Cunningham & Walsh, New York, since 1950 when it was formed from Newell-Emmett Co., has been elected first chairman of the board of the agency and John Cunningham, executive vice president, has been elected president.

Mr. Walsh will continue to devote his time to the Liggett & Myers Tobacco Co. account, the agency's largest.

Mr. Cunningham will continue to direct creative affairs for the agency's 33 other clients.

Light's Jubilee Plans Selznick Tv Venture

LIGHT'S Diamond Jubilee Committee last week announced through its agency, N. W. Ayer & Son, that arrangements had been completed with David O. Selznick for his debut in television by personally producing a two-hour, three-network jubilee television program, Sunday, Oct. 24 [B•T, March 16].

The Committee is representing the entire electrical industry in the coordination of the nationwide celebration of the 75th anniversary of the invention of the incandescent lamp by Thomas A. Edison.

The complete facilities of CBS, NBC and as yet an undesignated third network will be utilized. Although the format is still in the planning stage, Mr. Selznick said it will not be a variety show.

The industry-wide Light's Diamond Jubilee Committee is under the general chairmanship

THESE men attended the sales meeting launching Nestle Co.'s nine-month saturation announcement and program campaign on WNEW New York [B•T, March 15] on behalf of Nescafe (l to r): Seated—Nestle's C. K. Clausen, New York area regional manager; Don Cady, general advertising and merchandising vice president, and F. A. Cools, New York divisional manager. Standing—John Crandall, vice president-media director, Sherman & Marquette, agency; Dee Finch and Gene Klaven, WNEW personalities; Dick Goebel, Nestle advertising manager, and F. Winslow Stetson Jr., Sherman & Marquette vice president-account executive.

of Charles E. Wilson, former president of General Electric.

The 37-man sponsoring committee for Light's Diamond Jubilee includes Herbert Hoover, Charles Edison, Harvey Firestone Jr., Eric Johnston, William S. Paley, David Sarnoff, Ralph Cordiner, Gwilym Price, and others. More than 200 major electrical manufacturing and utility companies are participating in the celebration.

General Foods Anniversary Telecast Plans Announced

STARS slated to appear on the 90-minute program on both NBC-TV and CBS-TV of the General Foods 25th anniversary show on March 28 [B•T, March 15] were announced at a party for newsmen last Wednesday in New York by Richard Rodgers and Oscar Hammerstein II, the collaborators who will produce the program featuring excerpts from their stage productions.

In addition four associates in production were named. They are Ralph Levy, producer-director of the Jack Benny tv show, who will serve in a similar dual capacity; Richard Jackson, CBS television staff designer, who will be in charge of sets; Samuel Taylor, veteran tv writer, who will write the script with Mr. Hammerstein, and Harry Sosnick, who will conduct the orchestra.

Stars on the program will include Mary Martin, Ezio Pinza, Tony Martin, Rosemary Clooney, Jack Benny, Groucho Marx, Ed Sullivan, Edgar Bergen, Patricia Morison, John Raitt, Jim Clayton, Gordon MacRae, Florence Henderson, and others.

Young & Rubicam, New York, is the agency.

Kaiser-Willys Send Stations Recorded Spot Announcements

KAISER-WILLYS dealers are being sent free 20-second and one-minute transcribed, open-end radio spots to announce the new 1954 Kaiser and Willys automobiles, Fred Adams, advertising manager of the Kaiser-Willys sales division of Willys Motors Inc., said last week.

The spots, with the individual dealer's name to be inserted, will be made on time bought by the dealer and will supplement factory-placed announcements and commercials on *Lowell Thomas & the News* on CBS, Mr. Adams said.

The company previously furnished the transcriptions only on order. Kaiser's agency is William H. Weintraub & Co. Willys agency is Ewell & Thurber Assoc.

Meredith to Grant Adv.

ROY A. MEREDITH, formerly with NBC and WOR New York, has been named director of radio and television for the New York office of Grant Adv. Inc., Hugo C. R. Vogel, vice president and manager of the New York office, announced last week.

MR. MEREDITH

Mr. Meredith was with WPTZ and WCAU-TV in Philadelphia prior to his affiliation with WOR and NBC.

He is the author of several books, including *Mr. Lincoln's Camera Man, Mr. Lincoln's Contemporaries,* and *Battle Order,* the latter to be published this year.

Hall Expands Tv

ROBERT HALL Clothes, New York, chain of 175 retail stores, has expanded its pre-Easter season television budget to six times last year's and has maintained its extensive use of spot radio. The firm claims that it is the "biggest retail user of radio advertising" and hopes to assume leadership "as the biggest retail user of tv advertising." Last year Robert Hall Clothes used television in about a dozen markets, and this season the firm has stretched the television budget to cover more than 75 markets while continuing to sponsor its radio spot schedule. Agency is Frank B. Sawdon Inc., New York. Jerry Bess, vice president, is in charge of the account.

Anderson & Cairns Names Seydel V. P., Vohs Director

VICTOR SEYDEL, director of the radio and television department, has been elected a vice president of Anderson & Cairns, New York, and Thomas R. Vohs, a vice president, has been named a director of the agency.

Mr. Seydel has been with the agency since 1949. Prior to that he was eastern radio and television director in the New York office of Walter & Downing Agency of Pittsburgh.

Mr. Vohs was elected a vice president in February 1952. He has been with the agency since 1946.

Armour Radio-Tv Drive Starts in 10 Markets

ARMOUR & Co., Chicago, has launched a three-month radio-tv spot campaign in 10 midwest markets on behalf of its Armour Suds detergent, John W. Shaw Adv. Inc., that city, has announced.

The spot campaign comprises announcements and participations in women's shows within a 300-mile radius of Chicago, as well as some programs, an agency spokesman said. The drive includes live and film participations in some cities, but tv commitments were not revealed.

In Chicago Armour has purchased about 15 spots per week on WLS, WBBM, WGN and WIND. The extent of the spot drive will be similar in other markets. Newspapers and coupons also will be utilized in some 50 cities.

Colgate Protects Name

COLGATE-PALMOLIVE CO. has won a temporary injunction in the Superior Court of New Jersey, Chancery Division, enjoining a firm known as Colgate Labs, which advertised a product called Stermalan for the treatment of psoriasis, from using the "Colgate" name. Colgate Labs has no connection with the soap and toilet goods manufacturer, a Colgate-Palmolive Co. spokesman reported.

Dale Dance Expands Spot

DALE DANCE Studios, New York, is expanding its spot radio budget, with the increase going into news programs in cities where its schools are located and additional nighttime disc jockey shows. The local studios are using radio in the following cities: Washington, Baltimore, Philadelphia, Boston, Chicago, Detroit, Denver, Minneapolis and San Francisco.

SPOT NEW BUSINESS

Westclox Division, General Time Corp., La Salle, Ind., and **State Farm Insurance Co.,** Bloomington, Ill., start spot announcement schedules on three-station Columbia Television Pacific Network's *Panorama Pacific* (Mon.-Fri., 7-9 a.m., PST) for 13 weeks from Mar. 17, and 26 weeks from April 13, respectively. Agencies: BBDO, Chicago, for Westclox, and Needham, Louis & Brorby, same city, for State Farm Insurance.

Smart & Final Iris Co., L. A. (food wholesalers), starts first of short, intensive radio-tv promotion campaign for Iris canned foods with over 250 spot announcements and participations on seven stations in five southern California and Arizona markets, for five weeks from March 25. Also planned is a three-week tv campaign on two L. A. stations and a further five-week radio campaign, both starting May 27. Agency: Stromberger, LaVene, McKenzie Advertising, L. A.

NETWORK NEW BUSINESS

Palm Beach Co. (men's summer suits and sportswear) to sponsor four quarter-hour pickups from Palm Beach Golf Championship tournament at Westbury, L. I., on CBS Radio (May 13, 14 and 15 at 10-10:15 p.m. and May 16 at 5:45-6 p.m.). Agency: Ruthrauff & Ryan, N. Y.

North American Van Lines, Ft. Wayne, Ind., starts *Cecil Brown,* news commentary, on 45 Don Lee stations, Mon., Wed., Fri., 8-8:15 a.m. (PST), for 13 weeks from today (Monday). Agency: Castor & Assoc., L. A.

NETWORK RENEWALS

Bell Telephone System renews *The Telephone Hour* on full NBC Radio network (Mon. 9-9:30 p.m. EST) for 52 weeks effective April 12, when program starts its 15th year on air. Agency: N. W. Ayer & Son, N. Y.

Brown Shoe Co., St. Louis, Mo., for sixth consecutive year, renews *Smilin' Ed's Gang* filmed by Frank Ferrin, for 52 weeks from May 4. Series currently on 84 ABC-TV stations, Sat., 11:30 a.m.—12 noon EST. Agency: Leo Burnett Co., Chicago.

American Tobacco Co. (Pall Mall cigarettes) and **Simoniz Co.** (waxes and cleaners) renew alternate-week sponsorship of *Big Story* on NBC-TV (Fri., 9-9:30 p.m.EST), both through Sullivan, Stauffer, Colwell & Bayles, N. Y.

AGENCY APPOINTMENTS

Canadian Admiral Corp., Port Credit, Ont., appoints Locke, Johnson & Co., Toronto.

Chicago Western Corp., Chicago (Pinafore chicken), and **Peter Pan Inc.,** same city (canned vegetables), appoints Roberts, MacAvinche & Senne to handle their advertising effective April 1. Radio probably will be used.

Railway Express Agency, N. Y., appoints Benton & Bowles, N. Y., effective April 1.

AGENCY SHORTS

Foote, Cone & Belding, L. A. radio-tv department, moves to firm's Hollywood office at 6233 Hollywood Blvd. L. A. general agency offices remain in Statler Hotel Bldg.

Morton & Stanton Adv. Agency, Portland, Ore., moves to 1500 S. W. Taylor St.

Byer & Bowman Adv., 66 S. Sixth St., Columbus, Ohio, elected to membership, American Assn. of Advertising Agencies.

Ethyl Buys 'Playback' For 55 Tv Markets

PURCHASE by the Ethyl Corp. of a new 26-week production of *The Big Playback*, tv filmed series, for sponsorship in 55 markets on a spot basis was announced last week by John H. Mitchell, vice president and general manager of Screen Gems Inc., which handles the film feature.

Negotiations for the purchase of the quarter-hour series, which re-creates favorite moments in sports, were made by Bayard Pope, vice president of BBDO, advertising agency for the Ethyl Corp., and Joseph Henrici, BBDO account executive.

Production on the series will start immediately in New York, with on-the-air showing planned for May. The series will be available to regional and local sponsors in markets not covered by Ethyl.

WCBS-TV Buys 58 Films For Movie Programming

WCBS-TV New York has purchased two packages totaling 58 feature films for showing on the station's *The Early Show* and *The Late Show*, it was announced last week by William C. Lacey, manager of WCBS-TV's film department.

One package of 26 films was obtained from Hollywood Television Services Inc., a subsidiary of Republic Pictures, and contained such titles as:

"Moonrise," with Dane Clark, Ethel Barrymore and Gail Russell; "Rookies on Parade," with Bob Crosby and Marie Wilson; "That's My Gal," with Don Barry, Pinky Lee and Lynn Roberts, and "Tahiti Honey," with Dennis O'Keefe and Simone Simone. The station also purchased 32 films from Telepictures Inc., through Official Films Inc., including "F.B.I. Girls," with George Brent, Audrey Totter and Ceasar Romero; "Steel Helmet," with Gene Evans and Robert Hutton; "Hellgate," with Sterling Hayden, Joan Leslie and Ward Bond; "Spaceways," with Howard Duff and Eva Bartok, and "Loan Shark," with George Raft and Dorothy Hart.

WPIX (TV) Buys 48 Films

PURCHASE by WPIX (TV) New York of 48 feature film productions for use on the station's *First Show* and *Six O'Clock Show* was announced last week. The station bought seven films from Quality Films Inc., Hollywood; 28 from Motion Pictures for Television, New York, and 13 from M & A Alexander Productions, Hollywood.

Included in the three packages are "The Macomber Affair," with Gregory Peck and Joan Bennett; "Mr. Universe," with Jack Carson and Robert Alda; "Strange Voyage," with Eddie Albert; "Trocadero," with Rosemary Lane and Ralph Morgan; "Fireball," with Pat O'Brien and Mickey Rooney, and full-length Western features with such personalities as Gilbert Roland and Duncan Renaldo.

Daytime Film Use Up

USE of dramatic syndicated film programs during the daytime has been described as an incipient trend in television by George T. Shupert, vice president in charge of ABC Film syndication, who announced plans for the use of *The Playhouse* tv film series during the daytime in Denver and Portland. Mr. Shupert said that the Safeway Stores Inc., through Foote, Cone & Belding, San Francisco, has purchased 26 weeks of the series for use on KLZ-TV Denver on Monday, 1:30-2 p.m., and on KPTV (TV) Portland, Thursday, 2-2:30 p.m., starting dates to be announced. Mr. Shupert expressed belief that *The Playhouse* is the first program of its type to penetrate the daytime market, but said it seems "perfectly natural" because of "the increased use of network daytime dramatic shows and the use of feature films in local daytime programming."

PEGGY ANN GARNER watches herself in the starring role of the Vitapix Corp. release of "Black Forest" during a visit to studios of WSB-TV Atlanta while appearing in a stage show in that city.

WHAM-TV Joins Vitapix; Members Now Exceed 40

WHAM-TV Rochester has become a stockholder station in the Vitapix Corp., it was announced jointly last week by Frank E. Mullen, president of Vitapix, and William A. Fay, vice president and general manager of the station.

The signing of WHAM-TV raises the total of Vitapix member stations to more than 40. These stockholder stations have first call on all Vitapix properties, but the film syndication organization also offers its programs for sales to other stations. Vitapix stockholder stations are said to cover more than half the total U. S. television homes.

Lee Tv Film Network Schedules Chicago Meeting

ORGANIZATIONAL meeting of Lee International Tv Network, a "new secondary tv film network," will be held Wednesday at the Conrad Hilton Hotel, Chicago, according to R. L. Kulzick, president.

The new network is a division of R. Lee Ltd., with headquarters at 409 E. Washington Ave., Madison 3, Wis. (Phone 6-7290), and plans to start film programming service within 90 days [B•T, Feb. 22].

Mr. Kulzick declined to say how many stations have indicated interest in attending the session. He identified himself with "several business enterprises" and as president of R. L. Kulzick Inc., Madison advertising agency. He also declined to reveal how many accounts his agency services, although the January 1954 *Standard Advertising Register* lists 22 advertising clients and a staff of seven other people.

Mr. Kulzick told B•T all types of tv stations from every area of the nation have indicated they have accepted invitations to attend the Chicago meeting. He went on to say that only one representative of a station will be allowed to attend the morning and afternoon sessions, at which he will explain his film network project. Two to a station will be allowed at the night meeting, when actual organization of the network will get underway.

The all-day sessions will be closed to reporters, representatives and others, but announcement of the new project will be made Thursday. Mr. Kulzick said he is the only person authorized to speak at this time for the network.

Six years of developmental work have gone into this network, he said, with film programs slated to be ready when the network begins operation in three months.

Only one station to a market will be affiliated with Lee International, he continued, although as many as four stations from a market will be represented at Wednesday's meeting. He said a formula has been worked out for selection of affiliate stations where there is more than one station applicant.

Mitchell Urges Strong Selling

REVIVAL of hard, intensive selling to build America's economic strength was urged by Maurice B. Mitchell, president of Encyclopedia Britannica Films, before the Clinton (Iowa) Chamber of Commerce at its annual meeting. Mr. Mitchell, former head of Broadcast Advertising Bureau, appeared at the invitation of KROS Clinton.

Best defense against outside attack, he said, "is to build an army of good merchants and good salesmen strong enough to guarantee that our production lines and factories and mills can keep going, secure in the knowledge that their output will find a way in a ready market."

FILM SALES

Winik Films Corp., N. Y., reported last week that its Madison Square Garden tv filmed series currently is being shown in 51 markets with the latest sale to **Industrial National Bank,** Providence, through Horton-Noyes Co., Providence.

KTTV (TV) Hollywood acquired the new *Long Wolf* tv film series in what marks the first sale of the property for **United Television Programs Inc.,** which did not plan to release it for national sales until April 15. Less than 24 hours later, according to **Les Norins,** in charge of local sales for KTTV, **Maier Brewing Co.,** L. A. (Brew 102), through **Enterprise Adv. Agency Inc.,** contracted to sponsor the program, which starts

E. H. BERTHOLF (l), former district manager for duPont Film Division's southwest area, stops by WBAP-TV Fort Worth to introduce the new southwest manager, P. H. Smith (c), to M. C. Hartung, WBAP-TV film lab chief. WBAP-TV, with its accent on news, is said to be one of the largest users of duPont films in the U. S.

TV NEWSREEL

TAKING part in merchandising plans for the *Rocky Jones, Space Ranger* tv film series at New York offices of United Television Programs, distributor, were 15 firms authorized to use the "Rocky Jones" name on merchandise. Among representatives (l to r): Bert Fragner, Sportswear Industries Inc., N.Y.; Irene Bender, Associated Mchdsg. Corp., and Morris Thebner, Irving C. Krewson Co. [B•T, March 1].

SPATINI Co. (spaghetti sauce mix) will use a saturation spot campaign on WCAU-TV Philadelphia. L to r, Bernard Kramer, Gresh & Kramer Agency; Russell Lakoff, Spatini pres., and E. Gordon Wells, WCAU-TV acct. exec.

CHICAGO Area Nash Dealers agree to sponsor 26 weeks of *Captured* on WGN-TV. L to r: Seated—J. B. Fountain, Nash zone mgr., and F. P. Schreiber, WGN-TV gen. mgr. Standing—Don Getz, WGN acct. exec.; Ed Rodgers, Geyer Adv., Nash agency; Ted Weber, WGN-TV sls. mgr., and J. W. Orr, Nash zone sls. prom. mgr.

DeNOOYERS Chevrolet signs for thrice-weekly newscast for 52 weeks on WKZO-TV Kalamazoo. L to r: Seated—Jerry and Jake DeNooyers, owners. Standing—D. W. DeSmit, WKZO-TV sls. dir.; D. Morrow, DeNooyers adv. mgr., and Jim White, WKZO-TV acct. exec.

next month (April) for 39 weeks. Produced by **Gross-Krasne Inc.** and based on the Louis J. Vance novels, each half-hour film starring **Louis Hayward** is shot in a different city.

In line with acquisition of film properties [B•T, March 15], KTTV has secured local telecasting rights to *Secret File U.S.A.*, half-hour semi-documentary series dealing with factual exploits of Amercian intelligence during World War II and up to the present time. **Robert Alda** portrays Col. Bill Morgan, espionage agent; **Arthur Dreifuss** is producer-director; **Donald Robinson,** chief historian of SHAEF under General Eisenhower during World War II, is story supervisor and miltary advisor. Deal was concluded by **Richard A. Moore,** station vice president and general manager, with **Herman Rush,** vice president of **Official Films Inc.,** and **Tom J. Corradine & Assoc.,** Hollywood representative for the distribution firm.

United Television Programs Inc., Hollywood, announces that sales of *Waterfront,* filmed by **Roland Reed Productions,** brings total number of markets to 57. Included are KPRC-TV Houston, to be sponsored by **Sears Roebuck Co.;** WBZ-TV Boston, for **Schaefer's Beer;** Denver, Omaha, Wichita and Schenectady. Another Reed production, *Rocky Jones, Space Ranger,* with the addition of Roanoke, Va., and Charleston, S. C., brings its total to 50 markets, according to **Wyn Nathan,** UTP national sales manager. Contracts in Wichita, Seattle and Tacoma brings sale of *Gospel Singer,* produced by **Gross-Krasne Inc.,** to total of 41 markets. With addition of El Paso and Houston, *All American Barn Dance,* produced by **Kling Studios Inc.,** is now seen in 104 markets.

Guild Films Co., N. Y., has sold *The Joe Palooka Story* tv film series to WABD (TV) New York; WCPO-TV Cincinnati, and WCCO-TV Minneapolis, raising total markets carrying the series to 37.

FILM DISTRIBUTION

KCOP (TV) Hollywood has acquired rights to *Boss Lady,* 13 half-hour tv film series from **M & A Alexander Productions,** that city. Situation comedy series, starring **Lynn Bari** and produced by **Jack Wrather,** was originally released on NBC-TV.

United Television Programs Inc., Hollywood, has acquired distribution rights to *Where Were You,* new half-hour tv film series with **Ken Murray** as producer and m.c., which is being filmed by **Bing Crosby Enterprises.** Featuring people who have made news, each film is based around a date and uses film clips and newsreels to show what was happening and why the subject was newsworthy.

FILM PRODUCTION

Westward Productions Ltd., Hollywood, recently formed by **Samuel Goldwyn Jr.,** has started shooting first half-hour film in *The Unexplained* tv series. Titled "The Merry-Go-Round," script has been adapted by radio-play-screen writer **Mel Dinelli** from an original story by **Ray Bradbury. Ted Post** is director. Currently working on upcoming scripts are Broadway playwrights **William Archibald,** noted for "The Innocents"; **Victor Wolfson** ("Excursion"); **Lenard Kantor** ("Dead Pigeon"), and tv writer **Raphael Hayes.**

Lou Lilly Productions, Hollywood, has filmed six one-minute spot announcements for **Safeway Stores,** S. F., to promote $26,000 coffee contest. Agency: **M. E. Harlan Advertising,** S. F. Production firm is also preparing six one-minute spot announcements for **R. J. Reynolds Tobacco Co.** (Camel cigarettes). Agency: William Esty Co., Hollywood.

RANDOM SHOTS

Jack Denove Productions Inc., Hollywood, with 12 half-hour scripts in preparation, plans to film a new series for **The Christophers,** which, while not open for sponsorship, will be made available to stations at no charge. Scripts are dramatized incidents pointing up the organization's philosophy.

Eleven cutting rooms are being added to **Kling Studios** facilities in Hollywood, in addition to construction of a third sound stage on the lot, the company has announced.

Gene Peters Associates Inc., tv arts and production company opens offices at 127 Montgomery St., S. F. **Peter Del Negro,** former N. Y. commercial artists representative, is president; **Claud E. Marcus,** formerly of Golden Gate Tv Arts & Production, S. F., vice president, and **Longen Cecchini,** commercial artist, secretary-treasurer.

California Studios, Hollywood, is undergoing a remodeling program to provide additional office and shipping facilities, new scene docks, dressing rooms and other improvements, according to owners **Jack J. Gross** and **Philip N. Krasne.** Headquartered on the lot are **United Television Programs Inc., Ziv Television Programs Inc., Superman Inc.** and **Gross-Krasne Inc.**

Ely Laudau Inc., tv film production company, and **National Telefilm Assoc. Inc.,** tv film distributors headed by Mr. Landau, have moved headquarters to 509 Madison Ave., New York 22, N. Y. Telephone: Murray Hill 8-4800.

Cecil, the Sea Sick Sea Serpent, co-star of *Time for Beany* syndicated tv film series, is set to star in a full-length color cartoon theatrical film, titled "Cecil." Co-producers are **Bob Clampett,** producer-creater of the tv series, and **Frank Tashlin,** motion picture director who is also readying production on pilot films for NBC-TV *Great Gildersleeve* and *Fibber McGee and Molly.*

Dudley Television Corp., Beverly Hills, has acquired tv film right to "The Book of Knowledge" from Grolier Society. Half-hour series goes into production when the format and handling of the subject matter is decided upon, according to **Don C. McNamara,** executive vice president.

Don Fedderson, president of his own Beverly Hills production firm, following his return from Cuba announced plans for a new tv film series, in conjunction with **Guild Films Inc.,** which will be based on Afro-Cuban folklore. Scheduled to be filmed in Cuba, negotiations are in progress with **Max Riviero,** president of Maxolga Film Co., one of Cuba's two studios. Additionally, Mr. Fedderson and packager-producer **Arnold Marquis** are readying *The Unknown,* half-hour series based on authenticated incidents from the files of **Dr. Hereward Carrington,** president of American Psychical Research Society.

Television Snapshots Inc., New York, announced that it is assigning a two-man crew on a round-the-world trip to film footage aimed at women viewers. Tentative title for five-minute and ten-minute tv filmed features on activities of women in various countries is *Woman's World.*

SURVEY TO PINPOINT U. S. RADIO COUNT

Four networks joining with BAB in effort to provide uniform receiver statistics. Mutual, meanwhile, readies its own separate study which will seek detailed data beyond the scope of past studies.

TWO national studies designed to chart hitherto unmeasured phases of radio set ownership were set last week.

The four nation-wide radio networks and BAB were reported to have reached agreement on underwriting a national radio set-count calculated to produce uniform industry-wide figures on the nation's radio receiver population for the first time [CLOSED CIRCUIT, Jan. 18].

In a separate project, Mutual was nearing completion of plans for a study, also national, which Richard J. Puff, director of research, said would encompass "many things" not studied in prior radio surveys.

Details of the Mutual project were not disclosed pending completion of detailed preparations, but the BAB-four network survey was described as slated to determine not only the total number of home radio sets in the U. S. but also to get previously exclusive data as to the rooms in which they are located, total number of automobile radios, and the rooms in which tv sets are most often found.

This survey, whose cost was estimated at about $80,000, is to be conducted by Alfred Politz Research Inc., which also made the 1952-53 radio study, "The Importance of Radio in Television Areas Today," for the stations represented by the Henry I. Christal Co.

BAB, ABC, CBS, Mutual and NBC will share the cost of the Politz study, which is being set up with the cooperation of the Advertising Research Foundation, whose membership comprises advertisers and agencies as well as media.

The Politz organization is expected to start surveying around May 1. Anticipated date of completion was not indicated.

Brown Heads ARF Unit

LYNDON O. BROWN, vice president in charge of media, research and merchandising, Dancer-Fitzgerald-Sample, has accepted the chairmanship of a special committee of the Advertising Research Foundation for the development of a "design" for audience studies of major media on an integrated basis, ARF Board Chairman Marion Harper Jr. announced Wednesday. The committee's first consideration will be to formulate a design for an audience study of magazines which will be integrated with plans for audience studies of other media. Selection of the committee has not been completed.

Nielsen Radio Ratings Put CBS Shows on Top

THE *Jack Benny Show* followed by *Amos 'n' Andy* are the top two evening, once-a-week radio programs according to the National Nielsen-Ratings based on a Feb. 7-13 survey. Arthur Godfrey is in first place for weekday programs. Complete listings:

Rank	Program	Homes Reached (000)
EVENING, ONE-A-WEEK		
	(Average For All Programs)	(2,052)
1	Jack Benny Show (CBS)	4,944
2	Amos 'n' Andy (CBS)	4,198
3	Lux Radio Theatre (CBS)	4,105
4	Our Miss Brooks (CBS)	3,778
5	People Are Funny (CBS)	3,545
6	My Little Margie (CBS)	3,545
7	Bing Crosby Show (CBS)	3,359
8	Mr. and Mrs. North (CBS)	2,939
9	Gene Autry Show (CBS)	2,939
10	Dragnet (NBC)	2,845
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(1,166)
1	One Man's Family (NBC)	2,099
2	News of the World (NBC)	2,052
3	Gabriel Heatter (Amer. Home) (MBS)	1,959
WEEKDAY		
	(Average For All Programs)	(1,819)
1	Arthur Godfrey (Columbia) (CBS)	3,079
2	Romance of Helen Trent (CBS)	3,032
3	Our Gal, Sunday (CBS)	2,845
4	Aunt Jenny (CBS)	2,752
5	Guiding Light (CBS)	2,705
6	Wendy Warren and the News (CBS)	2,659
7	Ma Perkins (CBS)	2,659
8	Right to Happiness (NBC)	2,566
9	Arthur Godfrey (Nabisco) (CBS)	2,519
10	This is Nora Drake (Toni) (CBS)	2,519
DAY, SUNDAY		
	(Average For All Programs)	(980)
1	Shadow, The (MBS)	2,426
2	Lorne Greene (MBS)	2,146
3	Cecil Brown Commentary (Sun.) (MBS)	1,912
DAY, SATURDAY		
	(Average For All Programs)	(1,539)
1	Stars Over Hollywood (CBS)	2,379
2	Theatre of Today (CBS)	2,332
3	Metropolitan Opera (ABC)	2,332

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HEADS of three radio-tv program rating services spoke on a panel before the Radio-Tv-Adv. Executives Club of New England in Boston. L to r: Seated—C. E. Hooper, president, C. E. Hooper Inc.; Craig Lawrence, WCBS-TV New York, panel moderator; C. Herbert Masse, WBZ-TV Boston, RTAEC president; Dr. Sidney Roslow, president, The Pulse Inc.; standing—J. L. Gross, American Research Bureau; John J. Hurley, WNEB Worcester, Mass., RTAEC program chairman; James Seiler, president of ARB, and Robert Collins, associated with The Pulse.

January Tv Set Shipments Reflect Seasonal Decline

JANUARY shipments of tv sets to dealers totaled 612,622, a seasonal decline from the 660,515 December level, Radio-Electronics-Tv Mfrs. Assn. reported last week. Of that total 611,188 went to U. S. dealers and 1,504 to U. S. territories.

The total compared to 695,087 tv sets shipped in January a year ago. Total January 1954 shipments by states and territories:

State	Total	State	Total
Ala.	9,669	N. J.	13,877
Ariz.	3,416	N. M.	1,818
Ark.	8,629	N. Y.	50,173
Calif.	37,226	N. C.	14,367
Colo.	4,757	N. D.	2,902
Conn.	9,753	Ohio	32,576
Del.	1,016	Okla.	8,914
D. C.	3,314	Ore.	5,834
Fla.	15,164	Pa.	41,402
Ga.	11,776	R. I.	2,188
Idaho	6,279	S. C.	7,931
Ill.	40,977	S. D.	3,123
Ind.	22,090	Tenn.	13,436
Iowa	19,074	Tex.	33,161
Kan.	9,983	Utah	2,597
Ky.	7,911	Vt.	1,669
La.	14,153	Va.	9,555
Me.	9,807	Wash.	10,132
Md.	6,038	W. Va.	9,231
Mass.	18,171	Wis.	13,870
Mich.	26,634	Wyo.	721
Minn.	12,506		
Miss.	5,766	U. S. TOTAL	611,118
Mo.	16,433		
Mont.	1,233	Alaska	256
Neb.	6,603	Hawaii	1,248
Nev.	793		
N. H.	2,470	GRAND TOTAL	612,622

'Lucy' Listed at Head Of March 1-7 Trendex

CBS-TV's *I Love Lucy* held first place in the top 10 Trendex ratings for the week of March 1-7, covering evening sponsored network programs. The complete list:

1	I Love Lucy (CBS)	53.1
2	Dragnet (NBC)	45.7
3	Talent Scouts (CBS)	44.4
4	Jackie Gleason (CBS)	37.8
5	You Bet Your Life (NBC)	37.8
6	This Is Your Life (NBC)	36.4
7	Godfrey's Friends (CBS)	36.3
8	T-Men In Action (NBC)	33.7
9	Milton Berle (NBC)	32.6
10	Comedy Hour (NBC)	32.1

Direct Mail Up

DIRECT Mail Advertising Assn. has reported that estimated dollar volume of direct mail advertising in U. S. during January 1954 amounted to $105,510,100 as compared with $101,827,800 in January 1953. Total volume during 1953 was said to be $1,256,394,834, exceeding the 1952 figure by 7.9%.

IRE PAPERS TO EXPLORE COLOR TV, VHF AND UHF AT NEW YORK SESSIONS

More than 20 papers will present various aspects of the visual electronics medium during the 1954 convention of the Institute of Radio Engineers. Radio, especially high fidelity, to be discussed, as well as facsimile and other subjects.

TELEVISION—vhf, uhf and color—will be discussed in more than a score of technical papers to be presented at the 1954 convention of the Institute of Radio Engineers which opens today (Monday) in New York to run through Thursday.

Radio developments, especially high fidelity and facsimile, also will be dealt with as well as many other electronic subjects, ranging from engineering management to ultrasonics.

The annual membership meeting, which opens the convention at 10:30 this morning, the "get-together" cocktail party this evening and the annual banquet on Wednesday will be held at the Waldorf-Astoria. The 51 technical sessions of 242 papers will be divided among the Waldorf, the Shelton and the Kingsbridge Armory, where the Radio Engineering Show of more than 600 exhibits, valued in excess of $10 million, will be held.

A "must" for the broadcast engineer will be the two symposiums Wednesday on broadcast transmission systems, each chaired by a former chief engineer of the FCC.

Scheduled Speakers

George P. Adair, now head of his own engineering consulting firm in Washington, will serve as chairman of the morning meeting, featuring the following speakers and papers: G. J. Adams, Andrew Alford, H. H. Leach, R. Rubin and F. Abel, consulting engineers, "Antenna System for WOR-TV, ch. 9, installed on the Empire State Bldg. in New York City"; J. S. Auld and Anthony Gallonio, DuMont Tv Network, "A Pulse Distribution System for a Tv Network Originating Center"; K. R. Wendt and W. K. Squires, Sylvania Electric Products, "An Improved Television Clamp Circuit Employing Feedback"; R. E. Western, Collins Radio Co., "A High Level Plate Injection Mixer for Use at Uhf."

Color tv will be the subject of the afternoon broadcast symposium, with E. K. Jett, former FCC Commissioner as well as chief engineer, now vice president of WMAR-TV Baltimore, as chairman. Speakers and subjects include: J. F. Fisher, Philco Corp., "Color Film Scanner—Circuits"; J. H. Haines, Du Mont Labs, "Color Characteristics of a Tv Film Scanner"; R. N. Rhodes, RCA Labs, "Factors in the Design of Keyed Clamping Circuits"; J. H. Ladd and W. L. Brewer, Eastman Kodak Co., "Photographic Simulation of Proposed Brightness Modifications for Televising Color Film"; W. L. Hughes, Iowa State College, "Feasibility and Technique of Storing Color Video Information on Black and White Film"; H. F. Olson, W. D. Houghton, A. R. Morgan, Joseph Zenel, Maurice Artzt, J. G. Woodward and J. T. Fisher, RCA Labs, "A System for Recording and Reproducing Tv Signals"; J. T. Muller, Bing Crosby Enterprises, "Wide-Band Magnetic Tape Recording."

Receivers for color tv programs will be the subject of a Tuesday afternoon technical session, to include papers by E. G. Clark and F. J. Bingley, Philco Corp.; D. C. Livingston, Sylvania Electric Products; S. K. Altes, A. P. Stern and Harold Weiss, General Electric Co. Kurt Schlesinger, Motorola, will be chairman. On Tuesday morning, a general session on radio and tv receivers, with E. I. Anderson, RCA Labs, as chairman, will include a paper on "Transistor Am Receivers" by A. P. Stern and J. A. A. Raper, General Electric Co. Others to present technical papers at this session will be C. A. Grimmett, GE; J. B. Angell, Philco; H. E. Thomas, S. De Mars and M. Jones, Federal Telecommunications Labs; H. T. Lyman, H. Rosse and F. G. Mason, Johnson Labs.

John V. L. Hogan, president, Hogan Labs, will chair a Monday afternoon session on facsimile systems, with papers by A. S. Hill, Western Union Telegraph Co.; M. P. Rehm, RCA Communications; H. R. Johnson, Andrews Air Force Base; W. H. Bliss, RCA Labs. Mr. Hogan also will speak on high fidelity broadcasting systems at a Tuesday evening seminar on hi-fi with H. S. Knowles, Industrial Research Products, as chairman. Other hi-fi speakers and their subjects are: J. K. Hilliard, Altec Lansing Corp., "Microphones"; H. F. Olson, RCA Labs, "Loudspeakers"; R. L. Hanson, Bell Telephone Labs, "Room Acoustics"; J. E. Volkman, RCA Labs, "Stereophonic Systems."

Another session on hi-fi, with Marvin Camras, Armour Research Foundation, as chairman, will be held Tuesday morning. Speakers will be: T. Aamodt, F. K. Harvey and W. E. Knock, Bell Labs; D. W. Martin, Baldwin Co.; H. F. Olson and John Preston, RCA Labs, and R. H. Ranger, Rangertone Inc.

Two Tuesday sessions will deal with engineering management problems. C. R. Burrows, Cornell U., will preside at the morning session, with the following speakers and papers: S. C. Peek, Sylvania Electric Products, "The Engineer and Return on Investment"; Charles DeVore, Naval Research Lab, "Technical Information: Communication for Research"; T. G. Slattery, American Machine & Foundry Co., "A working Philosophy for Engineering Management"; F. L. Weldon, Johns Hopkins U., "Organization for Operations Research," and Thornton Page, Johns Hopkins U., "Training for Operations Research Groups."

D. R. Putt, Air Research and Development Command, will serve as chairman of the afternoon management session, at which S. C. Hollister, Cornell U., will discuss personnel training and selection for engineering management for universities, W. R. G. Baker, GE, for industry, and J. M. Mitchell, assistant secretary of defense for manpower and personnel, for Government.

A symposium on "Uhf Tv, Boom or Bust" will be held Thursday afternoon as the convention's fourth session on antennas and propagation. J. B. Smyth, USN Electronics Lab, will preside. Speakers and their subjects are: E. W. Allen, FCC chief engineer, "FCC Rules and Propagation Data"; J. W. Herbstreit, National Bureau of Standards, "Propagation in the Uhf-Tv Band"; T. J. Carroll, M.I.T., "Overcoming the Line-of-Sight Shibboleth with the Air and High Power"; L. O. Krause, GE, "A Comparison of the Antenna Problems in Uhf and Vhf Tv."

Graham Named to Head RETMA Engineering

VIRGIL M. GRAHAM, director of technical relations at Sylvania Electric Products Inc. since 1946, has been placed in charge of the Engineering Dept. of Radio-Electronics-Tv Mfrs. Assn., Dr. W. R. G. Baker, director of the department, said last week.

MR. GRAHAM

Mr. Graham, who has been honorary associate director of RETMA's Engineering Dept., will continue to perform the duties of that office as well as that of chief engineer, Dr. Baker said. He succeeds Ralph R. Batcher, who has resigned as chief engineer after nearly four years.

Mr. Graham has been closely associated with RETMA engineering activities since 1929. His major activities have been in industrial standardization in the radio and electronics field, which he began in 1925 while serving on several of the standarization committees of the Institute of Radio Engineers.

He was active in early radio standardization work by the National Electrical Mfrs. Assn. In 1931 he became chairman of the standards section of the RMA (now RETMA) Engineering Committee, predecessor of the present Engineering Dept. He helped develop a standardized electron tube designation system and helped form a central registration system for tube types. He also initiated the first standardization work on auto radios and served several years as chairman of a joint RMA-SAE committee in that field.

He became assistant RMA Engineering Dept. director in 1934 and shortly thereafter associate director. It was then he introduced the standardization system still used by RETMA and from then until 1946 he was chairman of its General Standards Committee.

Mr. Graham in 1947 was appointed to the Joint Electron Tube Engineering Council of RETMA and NEMA.

He is an IRE fellow and has served several terms on its board. He also is a fellow of the Australian Institute of Radio Engineers and the Radio Club of America. He belongs to the Societe des Radioelectriciens, the Acoustical Society of America and the Standards Engineers Society.

Mr. Graham originated and is chairman of the Radio Fall Meeting, an annual gathering of radio-tv engineers.

NARTB Publishes Second Edition of Television Code

THE SECOND edition of NARTB's Television Code is being distributed to more than 200 subscriber stations and the four tv networks, members of Congress, government agencies, civic groups, libraries and other interested organizations, John E. Fetzer, president of the Fetzer broadcast properties and chairman of the Television Code Review Board, said last week.

The second edition includes the amendments recommended last December by the Tv Code Review Board and approved by the NARTB Tv Board in January at Phoenix [B•T, Jan. 25].

At the same time last week NARTB announced endorsement of the second edition of the code by the National Council of Churches. The NCC's 125-member general board approved the code at a Wednesday meeting in New York with a unanimous resolution praising the Code Review Board's work and the industry's responsibility in "observing religious and moral principles."

The NCC board urged all tv stations to adopt the code's provisions. The church group claims to represent 35 million members of Protestant and Orthodox churches in the U. S.

Methodist Bishop William Martin of Dallas, Tex., presided over the NCC board meeting, with the resolution introduced by the Rev. Clayton T. Griswold of the Presbyterian Church, U.S.A. The latter's Broadcasting and Film Commission has worked closely with the Tv Code Review Board.

Besides Chairman Fetzer, other members of the Tv Code Review Board are J. Leonard Reinsch, WSB-TV Atlanta and other James M. Cox properties, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore.

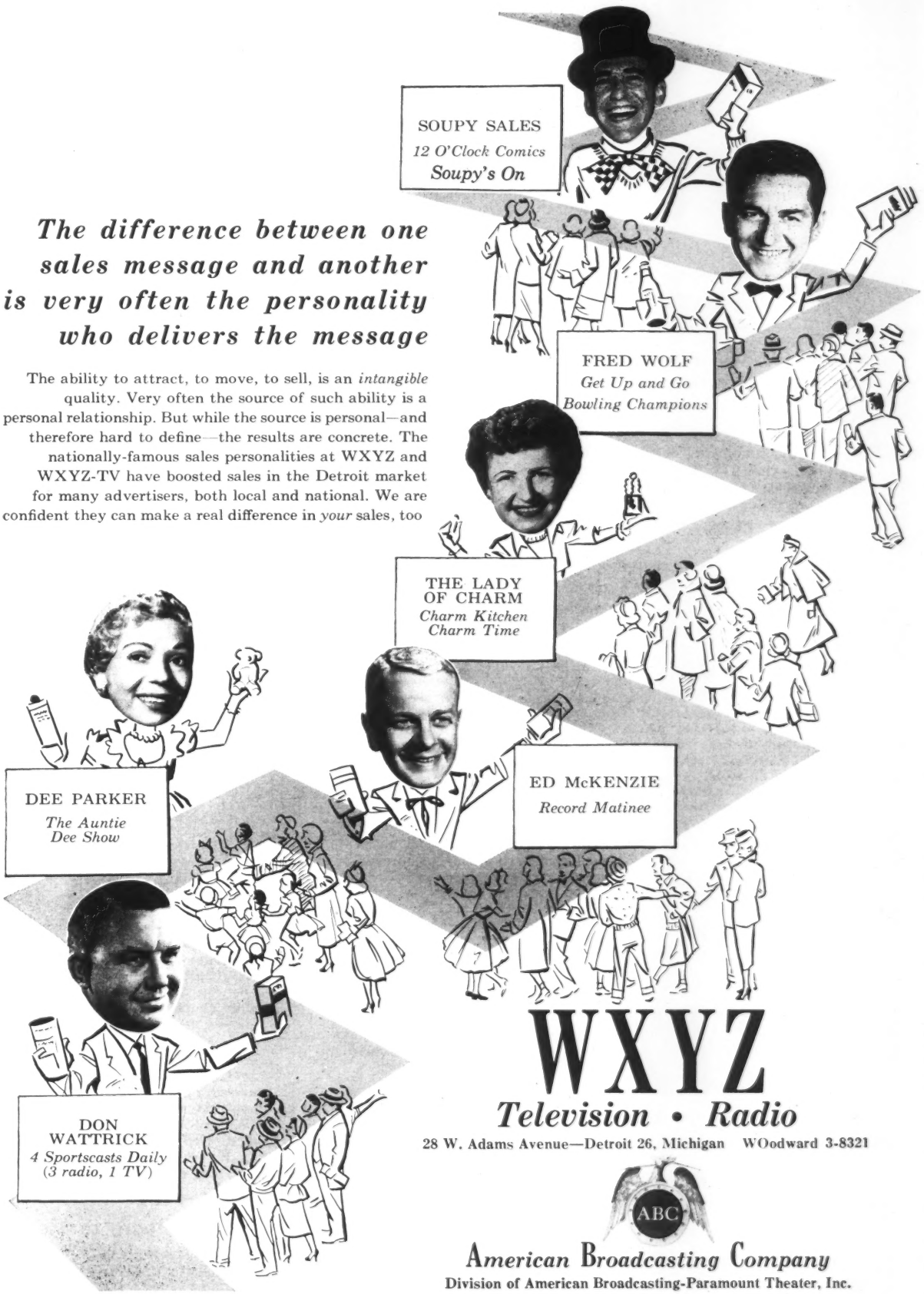
Ohioans Meet March 30-31

ANNUAL spring meeting of the Ohio Assn. of Radio & Television Broadcasters will be held March 30-31 at Leland-Mansfield Hotel, Mansfield, Ohio. A traveling BMI program clinic is scheduled for the second day.

Speakers at the OARTB meet will include: William Saxbe, Speaker of the Ohio House of Representatives; Herbert Evans, vice president and general manager of Peoples Broadcasting Co., and Ralph Hardy, NARTB vice president for government relations. Robert W. Ferguson, WTRE-TV Wheeling, W. Va., is acting president of the Ohio group.

The difference between one sales message and another is very often the personality who delivers the message

The ability to attract, to move, to sell, is an *intangible* quality. Very often the source of such ability is a personal relationship. But while the source is personal—and therefore hard to define—the results are concrete. The nationally-famous sales personalities at WXYZ and WXYZ-TV have boosted sales in the Detroit market for many advertisers, both local and national. We are confident they can make a real difference in *your* sales, too



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ABC

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Division of American Broadcasting-Paramount Theater, Inc.

Represented Nationally by Blair-TV, Inc., and John Blair & Company

WASHINGTON STATE broadcasters greet NARTB President Harold E. Fellows on his recent trip to the Northwest. L to r: seated, Ben Harkins, KAYO Seattle; Cliff Hansen, KLAN Renton; Mrs. A. Scott Bullitt, KING-AM-TV Seattle; Mrs. Vernice Irwin, KVI Seattle; Mr. Fellows; standing, George Wilson, KRKL Kirkland; Gil Bond, KOL Seattle; Warren Durham, KJR Seattle; J. A. Morton, KIRO Seattle; Hugh A. Smith, KXA Seattle; W. W. Warren, KOMO-AM-TV Seattle; Leonard H. Higgins, KTNT-AM-TV Tacoma; Leo H. Beckley, KBRC Mt. Vernon, president, Washington State Assn. of Broadcasters.

RTES WORKSHOP COMPARES REGULATION

Philip J. O'Brien, counsel on censorship for MPAA, urged all mass media to form watchdog committee against any extension of government censorship. NARTB's Bronson talks about tv code.

SUCCESS of the NARTB Television Code Review Board in keeping television free from objectionable practices with no stronger weapon than "moral suasion" and the troubles of the motion picture producers with state censorship were discussed by Edward H. Bronson, director of television code affairs for NARTB, and Philip J. O'Brien Jr., counsel on censorship for Motion Picture Assn. of America, last Monday at a workshop session of Radio & Television Executives Society on "Censorship or Self Regulation."

Briefly reviewing the history of the tv code, which celebrated its second birthday March 1, Mr. Bronson described the code's formulation by a group of leading station owners and operators who were conscious of their responsibilities to the viewing public.

First revision of the code since its original drafting took place in January [B•T, Jan. 25] at a special meeting of the committee, Mr. Bronson reported. Copies of the code embodying the amendments are now being printed and will shortly be distributed to tv broadcasters and program producers, he said. He concluded by reading a number of messages received from government, professional, business and religious leaders, praising the accomplishments of the code in its first two years [B•T, March 1].

Won't, Not Can't

Mr. O'Brien congratulated the broadcasting industry on its good fortune in having a prohibition against government program censorship included in the Communications Act. He contrasted the happy state of the broadcasters, regulating themselves with a code that says "we won't," with that of the motion picture producers, whose censors tell them "you can't."

The movie producers' own self-regulation works very well, he said, with MPAA serving largely in an advisory capacity. He cited "From Here To Eternity" as an example of a "great and sensitive motion picture" which would not offend most people being created with the help of the industry's own advisers from a book which could not have been put on the screen in its original form.

But, Mr. O'Brien said, the censorship laws of New York, Pennsylvania, Ohio, Maryland, Virginia and Kansas—the six states with such laws—read like the rules that the Stuarts in the 17th Century laid down to control the printing press. He declared the legislation introduced in the New York State legislature would authorize censorship of comic books and paper bound books and, by implication at least, would extend that control to radio and tv if this were deemed necessary.

Mr. O'Brien urged that all media of mass communication join in the formation of an inter-industry committee on freedom of expression to serve as a watchdog guarding against any extension of present government censorship. He said that the apathy of newspapers in defending other media against censorship was "distressing," citing the failure of the press to rise to radio's defense at the time of the "Mayflower" decision forbidding broadcasters' right to editorialize (subsequently reversed after a vigorous crusade by NARTB). Any encroachment of the rights of any mass medium constitutes a threat to the rights of all, he warned.

PAAA's Bowen Cites '54 'Anti-Recession Campaign'

INDICATIONS that "at least $1.3 billion will be spent during 1954 on premiums and sales incentives alone" have been cited by Gordon C. Bowen, president, Premium Advertising Assn. of America, as typifying the "anti-recession campaign" which American business is stepping up with "the most vigorous multi-billion-dollar sales offensive in history."

Reporting increased interest in premiums, with Campbell Soup Co., Hazel Bishop and DeVoe & Reynolds using them for the first time this year, Mr. Bowen said that "not since the depression has there been such extreme buyer resistance and value-consciousness as we have today. Anything which gives the consumer 'that something extra' for his dollar is bound to stimulate sales."

A 20% increase in attendance is expected at the National Premium Buyers Exposition, annual event sponsored by PAAA, to be held May 3-6 at Chicago's Conrad Hilton Hotel, according to B. R. Prag, premium manager, Quaker Oats Co., and president of Chicago Premium Industry Club. At the show, where attendance is limited to accredited buyers, more than 430 manufacturers will exhibit some 13,000 products specially designed for use as premiums, he said.

On May 4, also at the Conrad Hilton, PAAA will stage a Premium Advertising Conference, with speakers to be announced.

Watts Describes Color Tv As 'Foremost' Electronically

COMPATIBLE color television is foremost among the new development of the Electronics Age, "in both its grip on the public imagination and its potential for overall impact on the national economy," W. Walter Watts, an executive vice president of RCA, said Thursday in an address to the New England Council, at the Sheraton-Biltmore Hotel in Providence.

"As a new industry and service to the public, color television is building great new markets for components, raw materials and services," he said. "It is contributing to the growth and prosperity of the steel, copper and wire, glass, plastics, woodworking and many other industries. And as color programming and the color tv audience increase, it will provide merchandisers of all kinds with the most potent sales promotion tool ever placed at their disposal."

Predicting that color tv will be particularly significant to the sellers of soft goods, Mr. Watts said: "Think of the added sales appeal these goods will have when you can show them in the living rooms of American homes with color bringing out the full beauty of pattern and texture."

Montana Broadcasters Hit 'Socialism' at State U.

MONTANA broadcasters are continuing efforts to halt teaching of what they term as socialism at Montana State U., which has listed the book *Radio, Television & Society*, as required text in the radio course. The state association has asked university president Carl McFarland to review the text.

In a March 1 editorial titled "Mousetrap in Montana," B•T called attention to the fact that the book's author, Charles A. Siepmann, had been a principal author of the old FCC *Blue Book* and represented the "thought control" school in his views on federal regulation. I. A. Elliott, KRJF Miles City, president of Montana Radio Stations Inc., the state association, is directing the association's activity.

Tv Code Board to Meet

NARTB's Television Code Review Board will hold its quarterly meeting March 29-30 in Washington, according to John E. Fetzer, WKZO-TV Kalamazoo, board chairman. Board members, besides Chairman Fetzer, are J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee, and E. K. Jett, WMAR-TV Baltimore.

BIG MIKE ...The Rancher
BIG MIKE... THE DAIRYMAN
BIG MIKE... THE MANUFACTURER
BIG MIKE THE AWARD WINNER!
BIG MIKE... The Wholesaler
BILLBOARD ★ SALES PROMOTION ★ AWARD
I'm mighty proud to be a top Sales Promotion winner in Billboard's 16th Annual Radio Promotion and Merchandising Competition. My thanks to the distinguished judges and the staff of Billboard for their consideration. My main objective, of course, is not merely to win awards, but to tell the story of my great market. I hope you'll read the messages presented in my ads . . . and you can always get the complete story from Free and Peters. Or check with General Manager Harry Burke.
SO. DAK.
NEBRASKA
IOWA
COLO.
KANSAS
Big Mike is the physical trademark of KFAB Nebraska's most-listened-to station
THE MIDWEST-EMPIRE STATION
KFAB
1110 KC
50,000 WATTS OMAHA CBS RADIO

PEABODY TO HEAD AD COUNCIL BOARD

Borden Co. official named as board chairman of The Advertising Council. NBC President Sylvester Weaver will represent tv on the board and Mutual President Thomas O'Neil returns to the board as radio representative.

STUART PEABODY, assistant vice president of the Borden Co., last week was elected chairman of the board of The Advertising Council. He succeeds Philip L. Graham, publisher of the *Washington Post* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville), who becomes chairman of the Council board's planning committee.

MR. PEABODY

Sylvester L. Weaver Jr., NBC president, was named to represent television on the board, and Thomas F. O'Neil, president of Mutual and a former Council director, was returned to the board as a representative of radio.

Elections were held Thursday at the Council's annual meeting in New York. Others named:

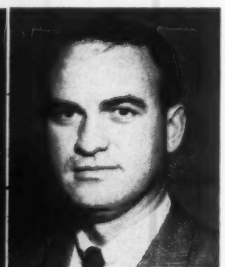
John C. Sterling, publisher of *This Week* magazine, was elected a vice chairman, and Louis N. Brockway, executive vice president of Young & Rubicam, and Leo Burnett, president of Leo Burnett Co., were re-elected vice chairmen.

Theodore S. Repplier was re-elected Council president; Allan M. Wilson and George P. Ludlam, vice presidents; AAAA President Frederic R. Gamble, secretary, and ANA President Paul B. West, treasurer.

In addition to Messrs. Weaver and O'Neil, new directors elected were Felix W. Coste, advertising director and vice president of Coca-Cola Co., and Arthur P. Hall, vice president in charge of public relations and advertising for Aluminum Co. of America, who were named as representatives of advertisers; David R. Daniel, publisher of the *Hartford Times* (WTHT), and George W. Healy Jr., a vice president and director of the Times-Picayune Pub. Co. (WTPS New Orleans), to represent newspapers, and J. B. Stewart, manager of Stewart Poster Adv. and treasurer of Outdoor Adv. Assn. of America, to represent outdoor advertising.

Mr. Peabody, new Council chairman, has been in the advertising field almost 40 years. He started his business career as a reporter on the *Newcastle* (Pa.) *Herald*, became a clerk with Procter & Gamble in 1913, and entered advertising with the H. K. McCann Co. in Cleveland in 1915. Transferred to New York two years later, he became a contact man on the Borden Co. account and served in that capacity until 1924, when he joined Borden's as advertising manager of the former Borden Sales Co.

MR. WEAVER



MR. O'NEIL

He was named advertising director of Borden Co. in 1930, and assistant vice president in 1946.

During World War II he was director of the War Advertising Council and council coordinator for advertising promotional activities of the U. S. Treasury and the Office of Economic Stabilization. He is a past president of ANA and a past chairman of Advertising Research Foundation. He has been a director of the Council since its formation in 1942; has been a vice chairman for the past year, and chairman of the government relations committee for the past two years.

BAB Report Stresses Pull Of Radio Disc Jockey Shows

RADIO disc jockey shows alone are heard by more families than are reached by all consumer magazines combined, BAB has reported in announcing that it is distributing to members a new study, "The Cumulative Audience of Radio Disc Jockeys."

The four-page folder, eighth in a series, reports that more than four-fifths of all homes tune in disk-jockey programs an average of more than nine times a week.

The report gives daily and weekly percentages of families listening to radio disk-jockey shows, how many such programs they tuned in, and how long each family spent listening to this type of programming. Listening data are based on A. C. Nielsen Co. area Audimeter reports.

Information Unit to Study Attempts to Bar Radio, Tv

SERIES of inquiries into efforts to bar radio-tv newsmen from access to public proceedings will be conducted by the Freedom of Information Committee of Radio-Television News Directors Assn., according to Charles A. Roeder, WCBM Baltimore, new committee chairman.

Mr. Roeder was guest at a Wednesday luncheon attended by Washington newsmen and legislators. Announcement of his appointment by James A. Byron, WBAP-AM-TV Fort Worth, committee chairman, was made at the luncheon. Other committee members are Gordon Shaw, WQAM Miami; Charles Harrison, WFIL-AM-TV Philadelphia; Bill Ray, NBC Chicago; Prof. O. J. Bue, U. of Montana, and Paul White, KFMB-AM-TV San Diego.

The committee will cooperate with American Society of Newspaper Editors, Sigma Delta Chi and other associations in the news field, Mr. Roeder said. A special study will be conducted of the role of motion pictures in the news field following the finding of the U. S. Supreme Court that they serve as news media.

Montanans Back Hyde

REAPPOINTMENT of Rosel H. Hyde as FCC Chairman was urged by Montana Radio Stations Inc. in a letter sent to President Eisenhower by Ian A. Elliott, KRJF Miles City, president of Montana Radio Stations Inc. The state association adopted a resolution at its Feb. 6 meeting commending Chairman Hyde's administration, pointing to his leadership in the drive to move the log-jam of tv applications and other measures to increase FCC efficiency.

W. Va. Broadcasters Meet This Week

ANNUAL spring meeting of the West Virginia Broadcasters Assn. will be held at the Frederick Hotel in Huntington Thursday through Saturday, according to an announcement by President Alice Shein. The meeting will be held in conjunction with the BMI Program Clinic.

Among the speakers: William Holm, general manager, WLPO La Salle, Ill.; C. Leslie Golliday, general manager, WEPM Martinsburg, W. Va.; Johnny Comas, program manager, WSJS Winston-Salem, N. C.; Ernie Saunders, sports director, WCHS Charleston, W. Va., and Edward C. Obrist, general manager, WNHC New Haven, Conn. Glenn Dolberg, BMI, will discuss, "You Can't Underestimate Your Audience." Thursday will be devoted to the West Virginia AP Radio Group, with the BMI Program Clinic taking over all day Friday.

Fellows Cites Radio-Tv For Selling Brand Names

BROADCASTING provides an effective way of inducing people to go into stores and buy goods with a brand name they know, NARTB President Harold E. Fellows told the Portland (Ore.) Chamber of Commerce Monday in a discussion of the relationship of advertising and retailing.

"Civilization, in the sense that it has brought us a higher standard of living, at the same time has complicated the problem of selling and distributing goods and services," he said. "This came about in a very natural way, of course; as advertising sells, it also informs and it tends to create buyers who are more demanding, more selective, and more conscious of the competitive market. Thus we have come to a time when the art of advertising (to be practiced with maximum proficiency) requires more and more knowledge of the individual desires, living habits and capacity to purchase." He added that the public must be convinced that a good brand name assures quality.

Francisco Elected President of AAFP

ELECTION of L. Mercer Francisco, Francisco Films, Chicago, as president of American Assn. of Film Producers Inc. was announced following the organization's annual meeting at the Sheraton Hotel in Chicago. He succeeds George T. Becker, former vice president of Vogue-Wright Films.

The association comprises over 15 firms in Illinois, Georgia, Ohio, Missouri, Pennsylvania, Michigan and Minnesota, all non-theatrical film producing companies.

Re-elected at the meeting were James A. Kellock, Wilding Picture Productions, vice president; Joseph G. Betzer, Sarra Inc., secretary, and Larry P. Mominee, Atlas Film Corp., treasurer. Frank Balkin, Reid H. Ray Film Industries, St. Paul, and Harry Watts, Jam Handy, Detroit, were elected new directors-at-large, and Fred L. Niles, Kling Studios Inc., Chicago, was re-elected in similar capacity.

WSAB to Meet April 9-10

WASHINGTON STATE Assn. of Broadcasters will hold its annual spring meeting April 9-10 at the Ridpath Hotel in Spokane, Leo H. Beckley, KBRC Mt. Vernon president and association president, announced last week. Delegates will elect officers for the coming year.

WJW

WJW

CLEVELAND'S

NUMBER 1

RADIO BUY!

CLEVELAND'S CHIEF STATION

5000 WATTS — 850 K. C.
BASIC **ABC** NETWORK
REPRESENTED BY
H-R REPRESENTATIVES

Uses AP newscasts as rifle for specific sponsor targets

Dick Harris, commercial manager of KXEO of Mexico, Mo., has long been acquainted with the value of Associated Press newscasts for attracting general audiences. More recently, he learned that AP news is a weapon for marksmen, too . . . to shoot at, and hit, specific sponsor targets.

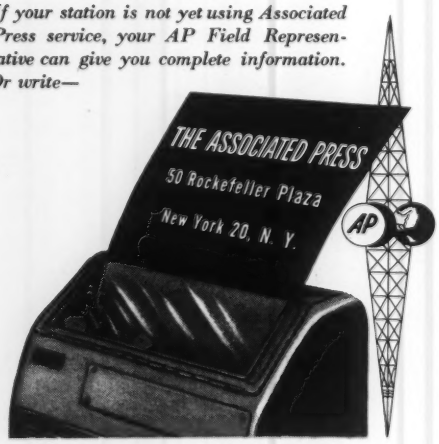
A local LP gas dealer wanted to enlarge his market to include truckers. A survey showed that the cattle truckers usually load stock for the next day's market between 3 and 5 p.m. With the comprehensive range of newscasts provided by AP, it was no trouble at all to line up a program of special interest to the cattlemen at that time. It includes weather and highway conditions for four states, grain reports and a capsule presentation of top general news. After only four weeks, the sponsor expressed complete satisfaction.

Success has stimulated Harris to apply the same technique for other prospective sponsors. "AP's wide program range" he says, "gives us a flexibility to meet almost any sponsor requirement. That means we can talk about how useful we can be *to him* – instead of merely resorting to vague generalizations."

Manager Harris also has this to say:

"I find one recurrent factor in selling AP newscasts—the sponsor doesn't quibble about whether it's 'good enough.' He knows AP, knows AP is top-quality, and has confidence that his prospective customers feel the same way."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . . know the most famous brand in news is AP

AWARDS

WHAS, WBZ-TV WIN NFBU FIRE AWARDS

Honor award citations from National Board of Fire Underwriters go to WTVI (TV) Belleville, Ill., WCPO-TV Cincinnati, KANS Wichita, WHO Des Moines and KWKW Pasadena, Calif.

WHAS Louisville and WBZ-TV Boston last week were named winners, for radio and tv stations, respectively, of Gold Medal awards of the National Board of Fire Underwriters for outstanding public service in fire prevention.

Honor award citations went to WTVI (TV) Belleville, Ill., and WCPO-TV Cincinnati in the television station field, and to KANS Wichita, KWKW Pasadena and WHO Des Moines among radio stations.

WBZ-TV, which won top tv honors for the second straight year, was chosen for "a varied and well-planned fire prevention programming schedule, the main feature of which last year was a 10-minute film produced for tv and made available to the community," NBFU reported. WHAS was picked "because of the general excellence of its fire prevention programming, in particular its state-wide fire drill program," which included a 15-minute show, *A Chance to Live*, originated by WHAS and fed to 42 other Kentucky radio stations.

WTVI's citation was for "its vigorous support of fire prevention through its programming, features and spot announcements on behalf of the safety and the well-being of the community." WCPO-TV was cited for "its year-round fire prevention activities, for its constructive news coverage of fires, and campaigns during Fire Prevention Week and the Christmas season to save lives and property from fire."

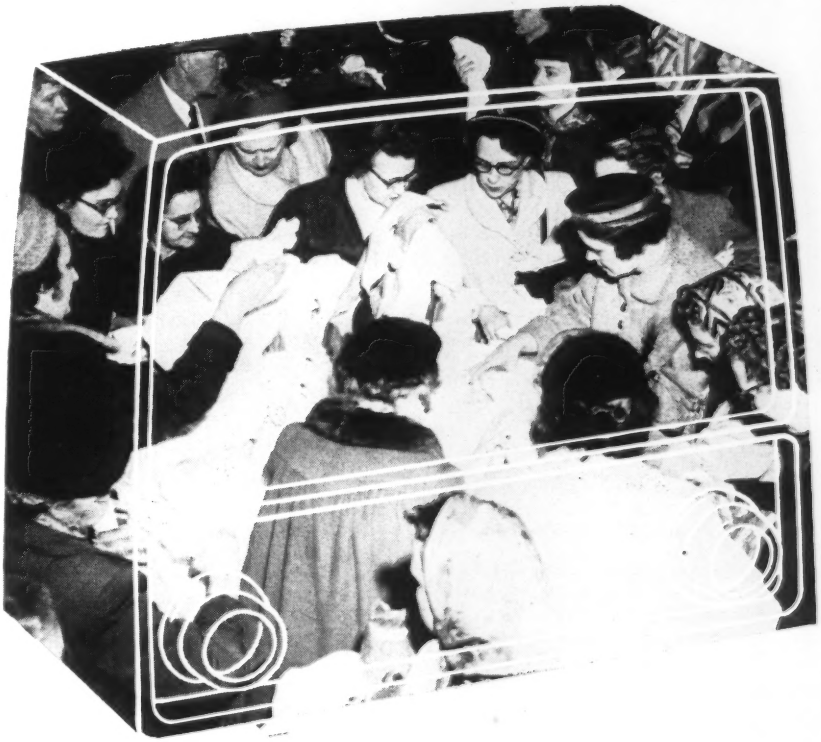
KANS won first honor award citation in radio "for continuing excellence in consistently placing fire prevention before not only the community of Wichita but the entire state, thereby contributing to the saving of life and property," NBFU reported. KWKW was cited for "its concerted daily effort to prevent fires, including its weekly program, *Fire Facts and Fun*, as well as many feature programs and wide use of spot announcements, directed at seasonal and special fire hazards as well as toward year-round fire prevention." WHO was cited for "its well-rounded campaign to help save rural residents' lives and property from fire, and for its sponsorship of many fire safety activities in the public interest."

Judges of both radio and tv entries were Robert N. Pryor, WCAU-AM-TV Philadelphia; Barton K. Feroe, WDEL-TV Wilmington, Del., and Donald G. Coe, ABC Radio.

Murrow, Wishengrad Named

EDWARD R. MURROW, CBS Radio and Tv newscaster, has been named to receive the Philadelphia Fellowship Commission's national award at the "Press for Freedom" dinner Wednesday in Philadelphia. He will be honored for "outstanding and enduring contributions to the promotion of human dignity, security and freedom." Morton Wishengrad, writer for NBC's *Eternal Light* radio programs and *Frontier of Faith* television programs, will receive a national citation from the Commission for his "outstanding contributions through television and radio to better inter-religious understanding."

Obviously OUTSTANDING . . .



Sure, TV is OK—but Peoria advertisers buy WMBD

Local advertisers know their market. They buy advertising on the basis of RESULTS measured in dollars and cents.

In the Peoria market, WMBD dominates as the MASS SELLING medium . . . and local merchants buy WMBD 365 days a year. More money was invested in radio advertising last year than ever before . . . and on WMBD—

5 local advertisers have used WMBD continuously for over 20 years

8 local advertisers have used WMBD continuously for over 15 years

16 local advertisers have used WMBD continuously for over 10 years

26 local advertisers have used WMBD continuously for over 5 years.

WMBD has many more success stories . . . see your Free & Peters Colonel.

TO SELL THE HEART OF ILLINOIS, BUY WMBD!

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

APS Clarifies Status Of Its Life Music Discs

ASSOCIATED Program Service notified its subscribers last week that they "need not enter into any performance license agreement with Life Music Inc. in order to perform APS recordings of its copyrighted compositions."

APS Vice President and General Manager Edward Hochhauser Jr. wrote subscribers that "it has been brought to my attention that Life Music Inc., until Feb. 18, 1954, a publisher affiliate of BMI, has been attempting to negotiate individual performance licenses directly with radio and tv stations." He said the full basic APS transcription library contains two compositions owned by Life Music, "Have You?" and "Tonight Be Tender to Me," and added:

"For your information, APS's contract with Life Music Inc. provides that during any period of time this publisher is not a member of ASCAP, BMI, or another recognized performance rights organization, Life Music Inc. will not require a performance fee from subscribers to the Associated Program Service for the public performance of the aforementioned recordings.

"Therefore, until such time as this publisher becomes a member of a recognized performance rights organization, all subscribers to the Associated Program Service may perform the above recordings [from the APS library] without any license or payment of a performance fee."

Life Music Inc. had stirred up a large number of inquiries with its offer to issue its own performing rights licenses to stations for an annual fee of the highest half-hour rate [B•T, March 8].

MCA Stock Distributed In Plan for Employes

COMMON STOCK in the various Music Corp. of America companies held by Board Chairman Jules C. Stein was distributed last week to a limited group of trustees of the five MCA profit sharing trusts set up for benefit of executives and employes of the talent agency, and to nine directors and officers of those firms. It exceeds 57% ownership of the various MCA companies.

This marks the first time since MCA was founded on May 27, 1924, that any stock in the firm has left the Stein family and is unprecedented in the talent agency business, it was said.

Associated with MCA from 17 to 27 years and averaging under 46 years of age, the nine individual participants in the initial stock allocations are Lawrence R. Barnett, Karl F. Kramer, Maurie B. Lipsey, Charles Miller, Michael J. Rockford, Herbert I. Rosenthal, Taft R. Schreiber, Lew R. Wasserman and David A. Werbling.

Mr. Stein, 57, founder of MCA and a former physician, as well as creator of the traveling band idea, at a Beverly Hills meeting last Monday in announcing the distribution, described the rapid world-wide growth of his firm. He declared the MCA 1953 gross business was the largest in history.

The MCA companies now are celebrating the 10th anniversary of their profit sharing trusts, first established in 1944, for the benefit, protection and financial savings of employes, with funds now exceeding several million dollars. The parent MCA companies in 1953 also gave executives and employes earning $100 or more weekly a free $25,000 group life insurance policy.

AT the Phoenix session of the 1954 BMI program clinics [B•T, March 15] were: (l to r), Albert Johnson, manager, KOY Phoenix; Charles Garland, general manager, KOOL Phoenix; Ed James, senior editor, B•T, and Justin Bradshaw, BMI.

Sheraton Shows C-C Tv For 6-City Convention

NEW hotel service for convention business was unveiled last week by the Sheraton hotel chain. A closed circuit tv network, reversible for both video and audio, was demonstrated to several thousand businessmen in six cities.

Linked were Sheraton hotels in Boston, New York, Baltimore, Washington, Detroit and Chicago. The program included a discussion of new Sheraton $3 million debentures issue by the board of directors of the Sheraton Corp. of America and securities men in the six cities. Also on the program was a Trans World Airlines sales talk, Ballantine's Beer and Ale advertising discussion, and a Railway Express Co. birthday celebration announcement. Under-Secretary of Commerce Walter Williams spoke from Washington. George Jessel was master of ceremonies.

The program, originating in New York, was transmitted over AT&T intercity coaxial and microwave relay "lines," with DuMont Television Network supplying studios and camera crews. RCA, large-screen theatre-type projection receivers were used at the receiving hotels. Program was put on under the supervision of Box Office Television Inc.

Sheraton chain comprises hotels in 21 cities in the U. S. and Canada. In cities where there is no Sheraton hotel, arrangements will be made with other hotels to carry the closed circuit tv program, Sheraton officials said. It was estimated that conventions, meetings and sales gatherings could be put on over Sheraton closed circuit tv for about $1,500 per city, or for about $2.40 per person.

Business Television Inc. Plans Closed-Circuit System

BUSINESS TELEVISION Inc., New York, announced plans last week for telecasting business conferences between New York and Chicago by means of closed-circuit television. The new service is to be called Television Conference Call.

Details of the plan were revealed by Irvin P. Sulds, president of the company and formerly closed-circuit consultant to AB-PT, in New York last Monday at a meeting of the Advertising Men's Post of the American Legion. He said the service will be provided between New York and Chicago for the present time, but that other cities will be added as demand indicates.

Mr. Sulds said the service will make use of the newly developed RCA Tv Eye television camera. The conference can be arranged for individual use through regular television receivers, Mr. Sulds added, or enlarged to take care of groups of 300 to 400 through RCA large screen projection type television sets.

Ralph C. Wentworth, Radio Veteran, Dies

RALPH C. WENTWORTH, 63 who entered radio as an announcer in 1923, was co-founder of Langlois & Wentworth a decade later and for the past 11 years has been field representative of BMI, died Thursday morning at Broadalben, N. Y., after a lingering illness. His wife, Marion, and his mother survive. Funeral services were to have been held Saturday in Broadalben.

Born in Seattle, Mr. Wentworth was educated at the U. of Washington and the Sorbonne in Paris, following 23 months of overseas service with the Rainbow Division in World War I. After singing baritone roles in Shubert musicals, he joined WEAF New York in 1923 as an announcer, going with the station to NBC in 1926 and to CBS in 1928. He left CBS, where he had become program director, in 1932 to open his own advertising agency and two years later joined Cy Langlois to form Langlois & Wentworth, a radio transcription and production company. After World War II service with the War Production Board, aircraft production div., radio and radar branch, he joined BMI in 1943 as southwestern field representative.

Kaye to Head BMI Board

SYDNEY M. KAYE, vice president and general counsel of BMI and also vice chairman of the BMI board, has been elected board chairman, effective April 1, following the retirement of the present board chairman, Justin Miller, on March 31. Judge Miller on the same date will retire from the post of chairman of the board of NARTB.

...important matters such as the purchase of ...broadcast equipment...

COMPARE BEFORE YOU DECIDE

If your station plans to begin television service, or go to high power . . . Standard Electronics invites you to compare and decide on a basis of cold facts.

Compare circuitry . . . tube replacement costs . . . power consumption . . . ability to transmit color signals . . . operating simplicity . . . eye appeal . . . maintenance . . . deliveries . . . comparative factors that truly decide which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters (50 K W)

	[redacted]	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW		NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER		NO	NO	NO
TUBE COST { COMPLETE SET / FCC SPARES		$11,625 / $4,237	$13,230 (est) / $6,429 (est)	$9,250 (est) / $5,050 (est)
AIR COOLED		YES	NO	NO
POWER LINE REQUIREMENTS (at black level)		460 V 60 cy, 3 ϕ 193 KW	208/230 V 60 cy, 3 ϕ 150 KW (est)	208/230 V 60 cy, 3 ϕ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)		154 sq. ft.	160 sq. ft. (est)	———
ALL TUBES VISIBLE FROM FRONT		NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)		NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION		NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES		NO	NO	NO

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

POTTER GROUP LUKEWARM TO PROPOSED FEES SCHEDULE

Congressional group hears testimony from NARTB, FCC and other interested parties with the preponderance of witnesses expressing some opposition to paying the $325 fee proposed by the FCC.

BARRING a change of heart, the Senate Communications Subcommittee most likely will not go along with the FCC's proposed schedule of license fees for broadcast stations. FCC has recommended a $325 fee.

An undertone of Senatorial reluctance to accept the suggested schedule was apparent last week when the subcommittee heard testimony from NARTB, the FCC and others during an open hearing. Witnesses for the most part were against the fee schedule, preferring no fees at all. Some indicated they would accept a small, "nominal" fee if Congress felt it was necessary.

The pay-your-way approach as directed by the Budget Bureau last fall [B•T, Nov. 9, 1953] was talked down.

Technically, the hearing dealt with Sen. Edwin C. Johnson's (D-Colo.) bill (S 2926) which would permit the FCC to set "nominal" fees or charges for station applications, permits and licenses.

FCC CONTINGENT at the Senate hearing on license fees included (l to r) Richard A. Soloman, assistant general counsel; Comr. Robert E. Lee; Chairman Rosel H. Hyde; William N. Krebs, chief, Marine Division (as observer for another hearing); Comr. Robert T. Bartley, and Comr. John C. Doerfer. Chairman Hyde testified.

Sen. Johnson is against a fee "schedule." At the hearing, he reiterated objections he had made earlier to FCC [B•T, Feb. 15].

The Coloradan, who was present during FCC Chairman Rosel H. Hyde's testimony Tuesday, is the top minority member of the Senate Interstate & Foreign Commerce Committee, although not on the subcommittee.

Sen. George A. Smathers (D-Fla.), also with the full committee, sitting in with the subcommittee near the close of Tuesday's hearing, asserted the radio-tv industry to a certain degree has become "a rich man's business." The Senator said if the Government was permitted to assess fees, it would tend to make the industry "even more a rich man's business."

Later, Sen. Smathers amplified his statement, telling B•T that already, costs for many "ordinary" outlets work operational "hardships."

He said, "Add $2,400 in various charges and levies for the new tv station and obviously only those operators with enough capital can withstand such expenses over and above the cost of lawyer fees and other expenses necessary in applying for a channel" as well as planned expenditures for construction and operation.

As developed during the hearing:

• **FCC position:** If Congress acts on license fees, it ought to spell out "the scope" of fees FCC would be authorized to impose, and the relationship with existing legislation (Title V, Independent Offices Appropriations Act of 1952).

• **NARTB position:** Congress ought to forbid FCC to impose license fees on stations. Current proposal to license broadcast operations is discriminatory.

• **Comrs. Robert T. Bartley** and **E. M. Webster:** The fee system would deter broadcasting expansion.

Ralph W. Hardy, NARTB vice president, testifying Wednesday, said the association thinks Congress ought to legislate a policy forbidding FCC "or any other [Federal] agency" to require radio and tv broadcasting license fees. This, he said, could be done by amending the Johnson bill.

He said former investigations "repeatedly" concluded that "applicants would introduce a new substantive right in favor of licensees and would inevitably depreciate the public ownership of frequencies" should the principle of license fees be adopted.

NARTB is against the fee principle because "it imposes a discriminatory burden on the electronic mass media and places them at a disadvantage with their competitors in the marketplace of news, education and entertainment," Mr. Hardy said.

Mr. Hardy said, "It is virtually impossible to relate the financial requirements for operating the FCC to a fixed set of license fees. The public interest demands that the Commission be free to conduct hearings and examine prospective licensees without regard to its capacity to maintain a self-sustaining base for these activities."

According to Mr. Hardy, any scale "uniformly applied to the industry" and set up to recoup FCC's licensing expenses "will actually result in a serious burden to some marginal broadcasting stations."

If based on power, frequency or gross revenue of a station, the fee formula actually would be "a franchise tax" rather than a license fee, he asserted. Also touched upon was the administrative and bookkeeping burden that a fee system would require of FCC.

Mr. Hardy pointed to sections of the Communications Act which he said clearly set a policy in broadcasting operations prohibiting assumption of any vested right to, or ownership of, a facility by a licensee.

To bolster NARTB's arguments, Mr. Hardy traced history of FCC policy on license fees, quoting the Commission's objections to the principle of assessing broadcasting which were given in February 1953 before the House Interstate & Foreign Commerce Committee.

At that time, FCC said fees could not be charged on the premise of gaining revenue for services primarily benefiting private groups because its regulatory activities are for the protection of the public interest. The Commission also had warned fees ought not to be charged on the value of a grant or service because this might be construed as "negating the basic concept . . . there can be no private ownership of a radio frequency."

FCC also had questioned the advantage of imposing fees because of the administrative burden incurred and had stated the system, if put on a flat fee basis, "undoubtedly would not put the Commission on a self-sufficient basis."

FCC's official position at the Senate hearing was presented by Chairman Hyde, who after tracing the history of the license fee proposal, questioned the term "nominal" as used in the Johnson bill. Webster's dictionary, he said, says "nominal" means "existing in name only; not real or actual; hence, so small, slight, or the like, as to be hardly worth the name, as a nominal price."

Meaning of 'Nominal'

This evoked laughter and a stern rebuke from Sen. Johnson who asked Chairman Hyde if he did not have a legal dictionary handy. Senators noted that the word "nominal" has a legal use.

Chairman Hyde said the Commission was not attempting to run away from the question of authority but was not clear as to what Congress wanted. In its comments, FCC stated there was a conflict in interest and policy between the Appropriations Act and the Johnson bill.

Sen. Johnson said he wanted it clear that the bill was introduced to bring the matter before a policy-making group on communications in the Senate, that the FCC "is an arm of Congress . . . not part of the Executive Office" and that the Appropriations Committee "is not a legislative committee."

The Commission, because of doubt as to what "nominal" would be—possibly burdensome to some stations with little capital but not so with other stations which have extensive capital—suggested the Congress set an exact standard for FCC to follow in computing fees.

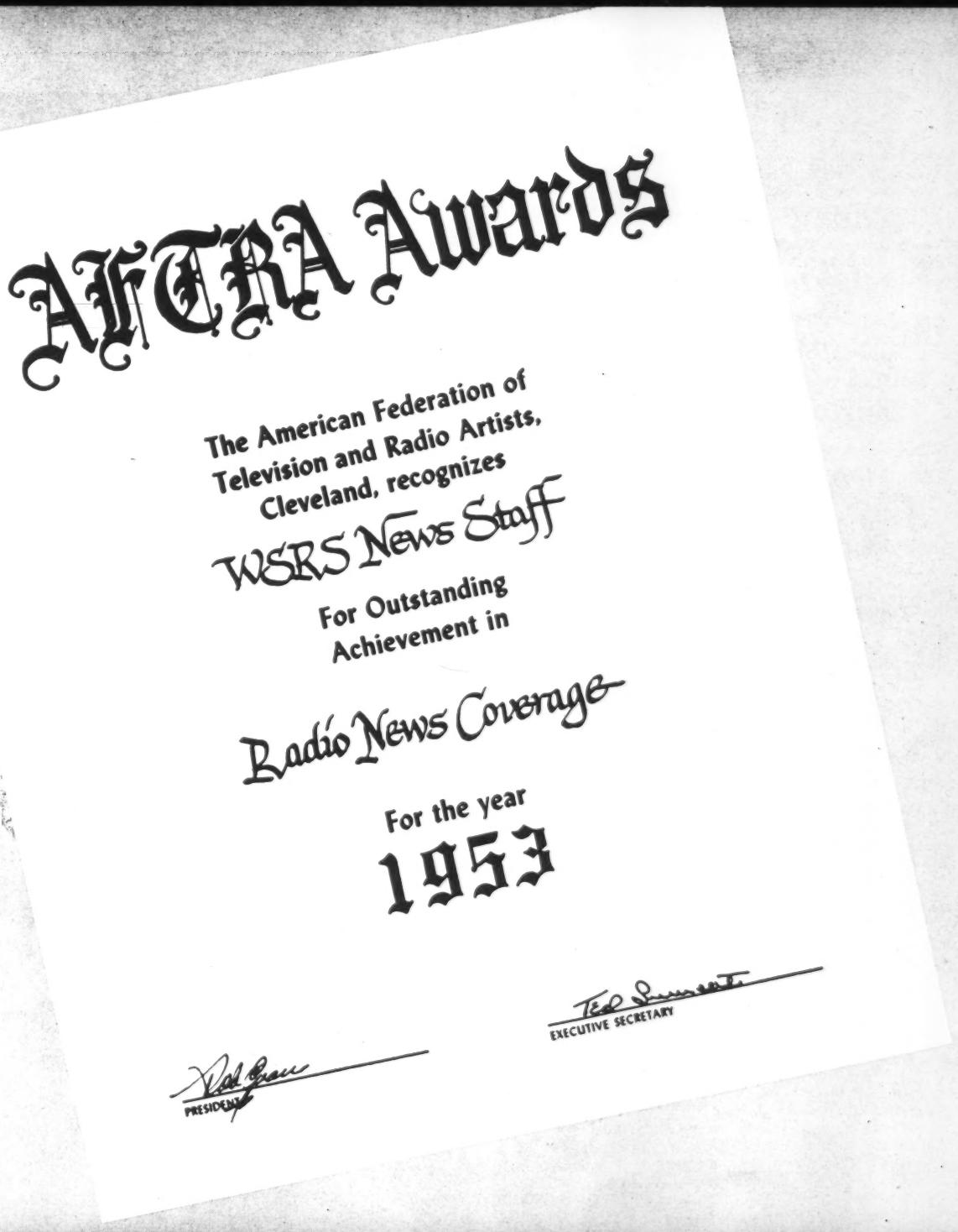
Chairman Hyde also said the FCC's position was that the bill might be interpreted in different ways; viz. that FCC would be authorized to charge only nominal fees or perhaps the Commission would be authorized greater discretion in determining the amount of fees by charging less than those based on "cost of recovery."

FCC also questioned whether Congress wanted to weigh the fees imposition on an individual agency basis.

Subcommittee Chairman Charles E. Potter (R. Mich.) said he thought the legislation might be expanded to be an all-inclusive policy for other regulatory agencies under the full committee's jurisdiction.

Sen. Johnson asserted that FCC, under present law, has no legal authority to proceed with the fees proposal, other than the suggestion of the Appropriations Committee and the directive of the Budget Bureau.

His bill, Sen. Johnson said, was not meant to give FCC "extraordinary discretion" with respect to charging fees but would give the Commission a very limited authority to levy



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(FEBRUARY 1954, TELEPULSE)

CBS TELEVISION

kpix CHANNEL 5

SAN FRANCISCO

. . . affiliated with CBS and DuMont Networks . . . represented by the Katz Agency

ATTENTIVE foursome of NARTB's representatives at the Senate hearing on license fees are (l to r) Ralph W. Hardy, vice president in charge of government relations, who testified for NARTB; Oscar Elder, of the government relations department; Vincent T. Wasilewski, chief attorney, and Thad H. Brown, vice president and counsel to the Tv Board.

and assess only nominal fees. The Senator said the bill could be amended "if ambiguous or vague."

Sen. Lester C. Hunt (D. Wyo.) said it would seem unfair to establish a fee basis now for those who would receive Commission services in the future. Chairman Hyde noted that the schedule can be corrected or modified.

Sen. Hunt also asserted that the cost of fees sooner or later would be passed on to the advertiser and finally to the consumer.

Sen. Johnson, reminding his letter to the FCC a month ago had listed certain questions, said he hoped Chairman Hyde would have specific answers. Chairman Hyde replied he would submit answers to Sen. Johnson's questions and also those of other Senators at a later date after the Commission has a chance to discuss them.

Comments of Comrs. Bartley and Webster were introduced. They objected to the principle of charging fees because "regulation in this [communications] field is for the benefit of the public and not for the industry regulated," and because levies "may well further an undesirable vested interest concept."

They added: "We believe that the assessment of fees would constitute an added deterrent to the expansion of radio into fields where we are attempting to encourage the use of radio communications, but where its use is presently on a voluntary basis."

Others testifying were John S. Anderson, Aeronautical Radio Inc.; Al Gross, Royal Call Corp.; Gilbert Johnson, Lake Carriers Assn.; Hoyt Haddock, CIO Maritime Committee; John Mahoney, Assn. of Interstate Commerce Commission Practitioners; Francis Greene, American Merchant Marine Institute. All testified in opposition to FCC's proposed license fee schedule.

Gordon P. Brown, WSAY Rochester, N. Y., reiterated his objections to the proposal which he had made before FCC [B•T, March 8]. He said the proposal was discriminatory against radio stations and suggested the fees collected be used to subsidize sub-marginal stations.

Carl Shipley, Washington attorney representing WHAR Clarksburg and WKYR Keyser, both W. Va., deferred testimony, informing the subcommittee his views were substantially the same as NARTB's.

Mr. Mahoney said the current proposed fees schedule could mean a payment running into "several thousands of dollars" considering applications, licenses, renewals, modifications, etc., for a single licensee—"It is difficult to conceive of such a payment as being nominal by any stretch of the imagination." Sen. Potter offered a figure of $2,450 which he said would be such a payment "in one case" of a broadcaster.

Mr. Mahoney said he thought the inquiry ought to be broadened and possibly was a matter for the full committee. He said "nominal" fees, according to court procedure, would mean costs ranging from $20-50. He asked for similar legislation as the Johnson bill for the ICC.

More Comments to FCC

Meanwhile, comments continued to be received by the FCC.

Speaking in favor of the idea of a fee, but questioning whether the flat $325 for broadcast applications should apply equally to all classes of stations, were J. B. Fuqua, WJBF Augusta, Ga., and Allen J. Reiter, WANN Annapolis, Md.

Also beginning to be heard from in numbers were state broadcasting associations. Filing in opposition to the fee idea were the Oklahoma Broadcasters Assn. and the Southern California Broadcasters Assn. The Commission also received a request from the Nebraska Broadcasters Assn. asking that final decision be deferred until it had had a chance to meet, early in April. Deadline for comments is April 1.

Objecting to the proposal were the following: A. Lincoln Faulk, WCKB Dunn, N. C.; Lawrence A. Reilly, WTXL West Springfield, Mass., and P. S. Gates, Gates Radio Co.

SENATORS listen carefully to testimony delivered during the hearing Wednesday on proposed license fees for broadcast stations. L to r: Sens. Andrew F. Schoeppel (R-Kan.), acting subcommittee chairman that day; Edwin C. Johnson (D-Colo.), and Lester C. Hunt (D-Wyo.). Chairman Potter was absent when picture was taken.

Senate's Uhf Study

SENATE Communications Subcommittee Chairman Charles E. Potter (R-Mich.) has affirmed the group's intention to hold a full hearing on the development of uhf as part of a national tv system [CLOSED CIRCUIT, March 15; B•T, March 8]. Date has not yet been set. Sen. Potter's comment was given near the close of a hearing last week on license fees (see story page 44).

FCC Answer to Lamb Expected This Week

Inquiry on broadcaster-publisher centers on renewal for WICU (TV). Lamb has asked for additional facts and source of information on charges made against him.

FCC is expected to act this week on petition by Edward Lamb for more information and the sources of charges made against him involving purported communist associations and his representations to the Commission [B•T, March 15].

Mr. Lamb, meanwhile, has expressed intent to "pursue every possible means, in political action, in the courts and elsewhere to obtain complete and total vindication of my name and honor."

The Commission's inquiry centers on its pre-hearing McFarland notice sent to Mr. Lamb concerning renewal of license for his WICU (TV) Erie, Pa. He was given 30 days to reply, but his Washington counsel, Fly, Shuebruk, Blume & Gaguine, promptly petitioned the Commission for additional facts and the source of the Commission's alleged "information."

Difference of Opinion

Commission sources last week indicated FCC wants to give Mr. Lamb every opportunity to clear up the matter but there appeared to be difference of opinion at staff level over interpretation of Sec. 309(b) of the Communications Act, the McFarland letter pre-hearing notice provision.

Sec. 309(b) specifies that opposition or objection to an application shall be disclosed to the applicant and that the "source and nature" of such objections be disclosed. However, there was indicated a difference of view whether this means full disclosure in the letter or on the record at the hearing, at which time the defendent could cross-examine his accuser.

The full Commission itself is expected to rule on the petition this week and resolve the conflict of interpretation.

FCC's McFarland notice said the Commission "is now in possession of information concerning charges which raise questions concerning the correctness of averments made in your sworn testimony and your sworn statement and affidavit." FCC said this alleged information was that Mr. Lamb in the period 1944-48 was a member of the Communist Party and made financial contributions thereto.

In his *Erie Dispatch* news column for yesterday, Sunday, Mr. Lamb wrote he would be "delighted" to state "under oath at any time, before any body that I never even remotely associated with the Communist party. Anyone who says I belonged to or contributed to the Communist party is a vile liar and that again goes for my

business competitors and anyone in or out of government."

He contined: "If I had been stupid enough to have joined the Communist party there is no reason why I should not have admitted it, since a saved sinner is admirable enough at all times . . . . But I need not take the position of being a run-away from any such activity because I'll say now and I will say until my last breath that I was never invited, admitted, resigned or expelled from the Communist fold. Certainly, I never knowingly contributed a single penny to the Communist party. Always I opposed the Communist party because I felt that it would destroy the things I stood for, freedom of speech, freedom of religion and even freedom of thought."

Earlier in the week, J. Howard McGrath, former U. S. Attorney General and now general counsel and executive vice president of Edward Lamb Enterprises, wrote in the *Dispatch*:

The action of the Federal Communications Commission last week in designating Mr. Lamb's television application in Erie for hearing before one of its examiners will undoubtedly bring questions to the minds of friends of the station and citizens generally, and those who have enjoyed its programs and policies. Mr. Lamb does not know, and has been unable to ascertain after a searching inquiry, who his accusers may be.

He does know, however, that there is no person, whatever his purposes and motives might be, who can with reason and honesty bring into question his devotion to American principles and ideals.

In an age of great hysteria when men must constantly defend themselves against false accusations and guilt by innuendo, it is my firm hope that the high intelligence and fair-mindedness of the people of Erie and its surrounding communities will not become identified with the sweeping tide of prejudgment which now overruns the land.

For months, Mr. Lamb and those associated with him have been urging the Federal Communications Commission to set up some sort of procedure by which the secret whisperings about Mr. Lamb's successes in the field of communications could be brought out into the open. The hearing now suggested seems an appropriate forum and is, to that end, welcomed.

That Mr. Lamb will meet and overcome his under-cover adversaries there need be no doubt. And, though the struggle to acquire and maintain independent speaking voices in the field of public communications may meet with much harassment, the people of Erie may rest assured that the Lamb Enterprises in this territory are prepared to meet the attacks of their phantom enemies.

Aside from the *Dispatch* and WICU, Mr. Lamb's radio-tv interests include WIKK Erie; WTOD Toledo; WHOO-AM-FM Orlando, Fla.; WMAC-TV Massilon, Ohio, and WTVQ (TV) Pittsburgh (application filed to purchase). He is applicant for tv ch. 9 at Orlando and ch. 11 in Toledo.

Valley Tv Opposes Sale Of WUTV (TV) to WFMJ-TV

PROPOSED sale of ch. 21 WUTV (TV) Youngstown, Ohio, by Polan Industries for $76,600 to ch. 73 WFMJ-TV there has met opposition from Valley Television Co., unsuccessful ch. 21 applicant, which has petitioned FCC for hearing on the transfer [B•T, March 8].

Valley contends approval of the sale would discourage development of the high uhf channels and noted FCC earlier refused WFMJ-TV's bid to change to ch. 21.

In a reply plea which argues Valley is not entitled to a hearing, WUTV and WFMJ-TV contend ch. 21 was available from July 25 to Sept. 19, 1952 (when it was granted to Polan), during which time Valley failed to make application. Valley soon can seek ch. 73, they argue, when it is vacated by WFMJ-TV, now on the air. Second operating station there is ch. 27 WKBN-TV.

'FREE TIME' ISSUE STIRRED ANEW AS DEMOS GET TIME TO ANSWER IKE

Many-sided controversy still plagues networks. Democrats aren't satisfied with the time they got to reply to the President. McCarthy isn't satisfied with the time he didn't get to answer Stevenson.

THE "FREE TIME" issue continued to plague the networks last week in the wake of the tempest stirred up by Sen. Joseph McCarthy the week before.

Having carried President Eisenhower's 15-minute talk Monday night, networks which failed to give equivalent time to the Democratic National Committee for reply were accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the "dim-out" treatment.

DuMont Tv Network carried a quarter-hour telecast by Rep. Sam Rayburn (Tex.), House Democratic leader; Sen. Walter F. George (Ga.), top Democrat of the Senate Finance Committee, and Rep. Jere Cooper (Tenn.), ranking Democrat of the House Ways & Means Committee, on Tuesday at 9 p.m., 24 hours after the Eisenhower address.

NBC noted that it had offered its radio facilities to the Democrats at 10-10:15 p.m. Tuesday, and carried a delayed kinescope of the Democratic program at 11:20-35 p.m. on its WNBT (TV) New York and WNBW (TV) Washington, while ABC noted that it had offered the Democrats tv time Wednesday at 9 p.m. but was turned down.

Mr. Mitchell said only five stations accepted DuMont's program giving the Democrats only seven stations to tell their "story" but that a "hundred-odd" outlets carried the President's talk.

CBS Radio and CBS-TV rejected the Democrats' bid, and a spokesman for CBS Radio issued a statement asserting that "under long-standing policy the CBS Radio network does not give time to reply to the President when he speaks as the Chief of State. We consider that President Eisenhower talked Monday night as Chief of State and that it was not a 'political' broadcast even though he may have expressed views on which all may not agree.

"In any event, CBS Radio had already granted opportunity for the Democratic position on the President's talk to be heard by broadcasting, almost immediately following the President's Monday night talk, the Democratic Representative from Pennsylvania, Herman P. Eberharder, in a half-hour discussion program with Republican Rep. Hugh Scott, also of Pennsylvania, on the President's tax recommendations."

I SHOULD DEMAND FREE AIR TIME TO ASK A FEW QUESTIONS!
NIXON GETS FREE NETWORK TV-RADIO TIME TO ANSWER ADAI
McCARTHY INVITED TO AIR ANSWERS TO MURROW
DEMOCRATIC LEADERS GIVEN EQUAL TIME TO ANSWER EISENHOWER

From the Washington (D. C.) *Evening Star*

How far does free time go?

Edward R. Murrow, whose CBS-TV *See It Now* program on Sen. McCarthy on March 9 became a nation-wide conversation-piece, and the Senator finally agreed that Sen. McCarthy would appear on the program April 6 to give his answer. After declining to let a representative of the Senator give the answer on an earlier program, on the ground that the offer of facilities was directed to Sen. McCarthy alone, Mr. Murrow confirmed the Senator's proposal for April 6. The commentator wired Sen. McCarthy last Monday:

Your suggestion of April 6 as time for your reply to my recent television program is acceptable. Transcript and kinescope being mailed to you. Regarding your statement that I have "consciously served the Communist cause," I deny utterly. The record, when it is finished, will show who has served the Communist cause, you or I.

At CBS-TV, a tabulation of letters received as a result of Mr. Murrow's March 9 McCarthy telecast showed that, as of last Thursday, 14,120 letters complimentary to the program had been received while 1,900 uncomplimentary letters had come in.

Mr. Murrow last Tuesday night devoted the *See It Now* program to Mrs. Annie Lee Moss, suspended government employe who has been under fire from Sen. McCarthy. Within an hour after the program was over, CBS-TV spokesmen said, 800 complimentary and 160 uncomplimentary calls had been received. Many of the uncomplimentary calls came before the show was on the air, the network added.

Fuel to Feud

A new chapter was added to the Murrow-McCarthy feud Thursday night. Sen. McCarthy at a meeting in Chicago said that on one program Mr. Murrow had told his audience "what an awful ——— McCarthy was."

Again referring to Mr. Murrow's association with the Institute of International Education, Sen. McCarthy read from a booklet purported to show a summer session of the Moscow State U. was held in 1934, and another planned for 1935. Mr. Murrow had said, according to the Senator, that the summer school was cancelled in 1935.

Sen. McCarthy also disputed Mr. Murrow's statement that the Wisconsin Senator had erred in his classifying the American Civil Liberties Union as subversive. He read a 1930 report of a House committee which he quoted as saying the ACLU was closely affiliated with the communist movement in the U. S. "He [Murrow] said somebody is lying," Sen. McCarthy said. "I agree with him on that."

Mr. Murrow in a brief statement answered: "The Senator's language appears to be deteriorating."

Meanwhile, the Assn. of Radio News Analysts, of which Mr. Murrow is a member, passed a resolution that it was "completely convinced" the news commentator has upheld the association's ideals and ethics in his dispute with Sen. McCarthy.

During the dispute, the resolution said, Mr. Murrow has abided by the organization's code

everyone has
something he does best..

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

Harrington, Righter and Parsons, Inc.

New York
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the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

of ethics which calls for "painstaking accuracy" and "avoidance of sensationalism."

In Washington, there was no word from Sen. McCarthy on his previously announced purpose of hiring legal aid to prepare a petition before the FCC on the "free time" issue.

Meanwhile, the Radio, Newsreel, Television Working Press Assn. of New York received from Sen. McCarthy a conciliatory telegram in response to the association's protest against the senator's barring newsfilm crews of CBS and NBC from a March 9 news conference.

Sen. McCarthy had excluded these newsfilm crews and refused to answer questions put by newsmen from those networks because CBS and NBC had granted the Republican National Committee's request that Vice President Nixon, not Sen. McCarthy, be given free time as spokesman to answer a broadcast speech by Adlai Stevenson.

McCarthy's Wire

Text of Sen. McCarthy's telegram, which RNTWPA President Arnold Lerner hailed as "an outstanding victory for the principle of unrestricted access to news events for all media and the constitutional doctrine of press freedom," was as follows:

"There appears considerable merit to your objection to barring CBS and NBC from news conferences on the ground that NBC and CBS have been guilty of dishonesty in unfairly giving time to Stevenson to attack me and giving me no time to answer.

"The men who gather news for those two networks have been courteous and very decent in their coverage of our news conferences.

"I was faced with the difficult decision of either giving time to and cooperating with the employes of the two networks which, in my opinion, dishonestly and unfairly gave free time for an attack upon me and refused me time to answer, or denying their employes access to what would ordinarily have been a public press conference.

"I, frankly, still don't know which is the lesser of the two evils. In any event, we extended to the news gathering agencies of CBS and NBC the same courtesy in the press conference this morning (Friday, March 12) as was extended to other newsgathering media."

Mr. Lerner, in releasing the McCarthy telegram, pointed out that "our association has not, as of the present, gone on record on the merits of the McCarthy-Murrow dispute, but only on the clear-cut issue of free access to news." Mr. Lerner continued:

"I note this because it is a matter of public knowledge that Ed Murrow is a member of our organization, as are also Walter Winchell, John Cameron Swayze, John Wingate, Douglas Edwards, John Daly, Allen Jackson, and almost every other prominent radio and television newsman in New York.

"None of the above is an officer of the association or a member of our board of governors.

"We feel the public interest can best be served by the free and impartial coverage of the news by all legitimate news-gathering agencies."

All networks were reported considering plans to cover the McCarthy subcommittee's hearings on charges and countercharges exchanged between Sen. McCarthy and staff members on one hand and the Army on the other.

N. J. GOP Senator Asks 'Equal Time' Measure

BILL will be introduced into the New Jersey State Legislature this week by Republican State Senator Malcolm S. Forbes asking for equal radio and television time for the legislative branch of the New Jersey government to that furnished to the executive and judicial branches. The bill was proposed after a recent telecast on WATV (TV) Newark, by Gov. Robert B. Meyner.

Senator Forbes argues that since the government is composed of three branches a report to the people by the legislative branch is as important as reports from the other two.

Earlier, WTTM Trenton, N. J., refused Sen. Forbes equal time to answer a 30-minute report to the people by Democratic Gov. Meyner. The Governor's program is heard every week, originating from WATV (TV). Fred L. Bernstein, WTTM general manager, denied the request for equal time in a letter to Sen. Forbes which said:

I have listened to a tape recording of Gov. Meyner's report, and consider it a non-partisan, informative report. The program was largely instructive on the big problems facing the new administration.

As a representative of the people of the State of New Jersey, we feel that the Governor's report to the people, whether he be a Democrat or a Republican governor, is a direct service to the people of our State.

Please rest assured that this station will, at all times, abide by the rules and regulations of the Federal Communications Commission, and if, at any time, we believe that any individual or group is being treated unfairly, we shall certainly remedy that situation immediately.

FCC Orders Hearing On Easley License

HEARING on renewal of the first class radiotelephone operator license of Robert Lex Easley, 2950 S. Broadway, Albuquerque, N. M., has been ordered by FCC May 19 in Washington with issues involving the applicant's consulting engineering practice.

The formal hearing order said Mr. Easley "operated and caused to be operated a business and enterprise under the trade name of Consulting Radio Engineers and/or Mason & Dixon, Engineers, 945 Pennsylvania Ave., Washington, D. C., which purported to be a legitimate, responsible and reputable business."

The order alleged "there is evidence that Robert Lex Easley has transmitted through the United States mail, false and fraudulent correspondence and misrepresentations designed and intended to induce and procure a class of persons who could or might be induced to erect, construct, or support new radio broadcasting stations and induce that class of persons to contact and communicate with the applicant and to become customers and deliver to the applicant their money and property for the express purpose of obtaining for such persons radio broadcasting station construction permits, and providing complete service including all the required technical assistance for obtaining such permits; the installation of radio station equipment, engineering supervision and recruiting of a suitable staff."

Payment Alleged

The allegations of the order said it further appears "that certain persons hereinafter named, paid sums of money to the applicant to obtain such services as a result of the applicant's pretenses and misrepresentations; and . . . that the applicant did not intend to file and did not in fact file such applications."

The FCC notice further alleged "there is evidence that Robert Lex Easley, while employed by the State Highway Dept. of South Carolina as a radio engineer prior to Oct. 18, 1947, without authority from the State of South Carolina, converted state material to his own use and the use of other persons in the construction of a privately-owned radio station, and wilfully damaged or altered or permitted radio equipment to be damaged or altered."

The hearing order listed the following issues for the May 19 proceeding:

(1) To obtain full information with respect to representations made by Robert Lex Easley to Dallam R. Jackson; Tri-State Broadcasting Co., or representatives thereof, and full information with respect to all contracts and agreements which have been entered into between those persons in connection with the filing of applications before the FCC.

(2) To obtain full information with respect to representations made by Robert Lex Easley to Howard N. Lee; Horace Danley; the Opp Broadcasting Co., or representatives thereof, and full information with respect to all contracts and agreements which have been entered into between those persons in connection with the filing of applications before the FCC.

(3) To obtain full information with respect to Robert Lex Easley's use, disposition, damage or alteration of radio equipment and other property owned by the State of Carolina while he was employed as radio engineer by the Highway Department of that State prior to September 15, 1947.

(4) To determine in the light of evidence adduced in the foregoing issues, whether the applicant's character qualifications are such and his conduct as a radio operator has been such that it would be in the public interest to grant the applicant a renewal of his radiotelephone first-class operator license.

Evans Urges Caution On Functional Fm Proposal

URGING broadcasters to read again FCC's proposal to allow fm stations to engage in subsidiary functional programming by both multiplex and simplex, Richard G. Evans last week told the Commission its notice contains interpretations "loaded with bear-traps that constitute not only a threat to the American way of broadcasting . . . but carry implications of regulatory evils to come."

Mr. Evans, who claims origination of Transitcasting and Storecasting functional fm operations, made his charges in extensive comments upon the functional fm proposal, generally supported by the industry [B•T, Feb. 22]. He warned that broadcasters who "fail to challenge FCC's designation of Transitcasting and Storecasting . . . as 'non-broadcast' services and who view the present proposal as merely a rope to save the harassed fm operator from financial drowning individually may, later on and too late, wake up to discover that the rope can prove equally efficacious in hanging all broadcasters collectively."

Deadline for comments was Feb. 15 but Mr. Evans and the American Civil Liberties Union were granted extensions of the deadline to file more detailed comments. ACLU opposes the proposal. Mr. Evans is commercial manager of WBSM-AM-FM New Bedford, Mass.

FCC Would Boost Uhf Power From 1 to 5 kw

IN ORDER to assure "the best possible technical service" in the uhf band, FCC has announced proposed rule-making to boost the minimum transmitter power of uhf stations to 5 kw from the present 1 kw. The Commission also will cease issuing special temporary authorizations for low power interim operation unless it is shown the required equipment is not available.

Existing stations would not be affected "at the present time," FCC indicated. Comments are due April 16. The notice explained:

Sec. 3.614(a) of the Commission's rules specifies the minimum visual effective radiated power for television broadcast stations. At the time of the adoption of this rule in the Sixth Report and Order, high power equipment for television stations was not available, especially for stations operating on chs. 14-83. Such equipment is presently becoming available and in order to assure the best possible technical service, the Commission proposes to amend the rule governing minimum powers and heights so as to require the use of a transmitter with a minimum rated power of 5 kw for chs. 14-83. Stations which are presently authorized with transmitters below the proposed minimum rating will not be required to comply at this time. It is also proposed to cease the issuance of special temporary authorizations for operation with lower powers than those specified in stations' construction permits, except upon a showing that the specified transmitting equipment is not available.

Indication that FCC was considering the higher power floor for uhf stations was given several weeks ago by Comr. George E. Sterling in his talk before the Boston section of the Institute of Radio Engineers [B•T, Feb. 1].

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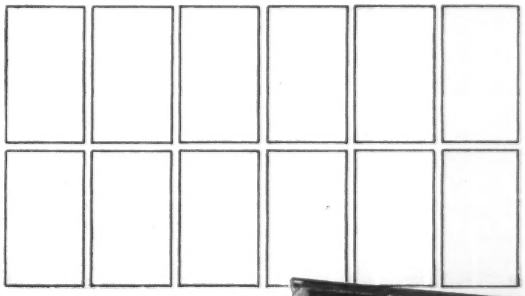

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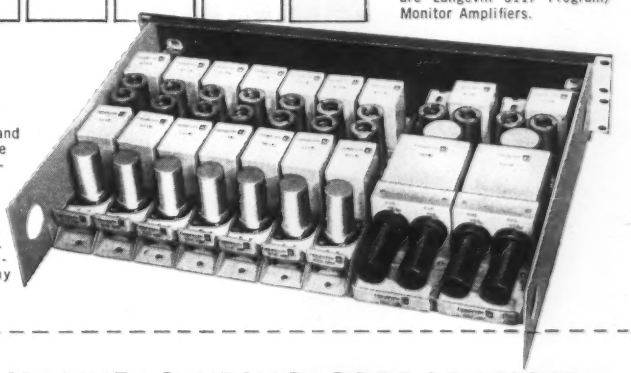
61% reduction in volume permits mounting of 33 Model 5116 units in the space required by 12 of the very popular Langevin Model 116-B amplifiers.

Photo below, illustrates the extremely compact racking possible with the new Model 5116. Note complete accessibility and uncongested appearance. Units at extreme right are Langevin 5117 Program/Monitor Amplifiers.



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Dan Frank, Manager of Robert Hall Clothiers in Tulsa, and Wm. Swanson, KTUL's Sales Manager, share joy over Announcement of First Prize Award to KTUL in the Apparel Division of the Third Annual BAB "Radio Gets Results" Contest.

KTUL won the Award with the Robert Hall "Success Story" in Tulsa.

Mr. Frank has won two National and one Regional Sales Contest during the three years his store has used KTUL ADVERTISING. He feels these honors are attributable to RADIO . . . and says:

"Station KTUL is THE "RESULTS" MEDIUM in TULSA."

20 YEARS of RESULTS!

1934 - 1954

KTUL

ADVERTISING SCORES AGAIN!

★ 1st PRIZE

APPAREL DIVISION

BAB'S Third Annual RADIO GETS RESULTS COMPETITION

KTUL

TULSA OKLA.

The "HAPPY MEDIUM" station — CBS Radio

L. A. BLUST, JR.
VICE PRES. & GEN. MGR.

AVERY-KNODEL INC.
NATIONAL REPRESENTATIVE

In Northeastern OKLAHOMA

AFFILIATED WITH KFPW, FORT SMITH, ARK. AND KOMA, OKLAHOMA CITY

SET MAKERS ASK EXCISE TAX RELIEF

RETMA's McDaniel presents the case for radio-tv manufacturers before the Senate Finance Committee—but there's little encouragement.

RADIO-TV set makers last week urged Senate revision of the House-approved excise tax formula to permit automatic reductions in the levy on sets while temporarily removing the tax on color tv sets in line with the relief often given new products.

The Senate Finance Committee, which heard testimony by Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., however, gave scant encouragement.

Chairman Eugene D. Millikin (R-Colo.) said he didn't see how any relief could be granted this year but urged manufacturers to try again next year. The house bill (H R 8224) cuts many luxury excise levies to 10% April 1, losing $912 million in revenue. It is opposed by the Administration.

Mr. McDaniel asked the commitee to cut excise taxes on appliances from 10% to 7%, claiming more than 40% of total employment in taxed industries is found in the consumer durable goods field.

He said the 7% rate would help young couples setting up housekeeping, adding that the House bill is inequitable since business enterprises and luxury lines are major beneficiaries. Lower taxes on the appliances industry, he contended, would stimulate the whole economy.

MR. McDANIEL

Mr. McDaniel pointed out that the current excise tax formula is set up on a basis of providing relief for consumer durables for two years, 1954-55. Cuts recommended in the bill would mean a loss of $912 million the first year, more than $1 billion the second year. Household products' suggested reduction in excises would bring only a 5% additional loss of revenue, offset by increased sales, he said.

In presenting his brief, Mr. McDaniel cited a slump in employment (61 producers of electrical equipment report a drop in employment in the Chicago area alone of nearly 40% in January and February of this year compared to the same months last year); drop in sales (December 1953 sales were 15% below the average sales for 1952), and an increase in inventories.

RETMA Inventory Figures

Figures on inventories supplied by RETMA to the committee showed radio sets in 1953 at 2,930,436 compared to 2,073,991 in 1952; tv receivers in 1953 numbered 1,949,285 as against 1,211,177 for 1952.

Mr. McDaniel urged removal of the 10% excise tax at the manufacturing level on color tv sets and color picture tubes "until color tv has the opportunity to establish itself." Progress toward mass production of color tv receivers at reasonably low prices will be slow of necessity, Mr. McDaniel said.

The RETMA spokesman called the current situation in color tv a "hen and egg dilemma." In order to sell sets, the manufacturer looks to color tv programming from broadcasters while broadcasters are not encouraged to program color unless there are enough sets to give the broadcasts an acceptable audience.

"A serious stalemate may result," he warned. Prices now are at the $1,000-$1,200 level with an additional $200-$500 charged to the consumer for service maintenance. A tax deferral would cut "up to $100 and more" from the total price immediately, he said.

The current excise tax formula would be changed effective April 1 by reducing excises on a selected list of items including movie admissions and photographc apparatus [B•T, March 8]. Radio and tv sets would not be affected.

The House action a fortnight ago was overwhelming, a 411 to 3 vote, despite the Administration stand against such reductions at this time.

Wichita Ch. 10 Merger

TO AVOID further delays of litigation before FCC and hasten a first local vhf service, ch. 10 contestants at Wichita proposed a merger last week in which each will hold 50% interest. Applicants are KAKE, favored for the grant in a hearing examiner's initial decision [B•T, Nov. 9, 1953], and Mid-Continent Television Inc. Latter has waived oral argument on the initial decision, scheduled April 5, and KAKE has petitioned for immediate final grant. Ch. 10 permit then would be assigned to new firm in which KAKE and Mid-Continent stockholders will have equal holdings. KAKE radio would remain separate operation. KEDD (TV) Wichita is on ch. 16. Ch. 3 contest there is still awaiting initial decision.

U. S. Court May Hear Paris Mt. Case Soon

U. S. COURT of Appeals may hold a hearing this week or the next on petitions by two uhf stations asking a stay order forbidding WORD-TV Spartanburg, S. C., to broadcast from the Paris Mt. site granted by the FCC last January [B•T, Feb. 1].

The petitions were filed a fortnight ago by WAIM-TV Anderson, S. C., and WGVL (TV) Greenville, S. C., after unsuccessful protests to the FCC against the grant [B•T, March 8].

WORD-TV filed an affidavit with the court, stating it was not prepared to begin broadcasting from Paris Mt. until April 9.

Both uhf stations asked the court to order the FCC to give them a hearing on their protests. Both claimed FCC's action in permitting WORD-TV to start broadcasting from the Paris Mt. site boded economic injury.

WORD-TV, a vhf ch. 7 grantee, holds a construction permit to build atop Hogback Mt. in the Spartanburg area. As an interim measure it asked for permission to begin operating from Paris Mt., six miles from Greenville, S. C. This was granted late in January, over the objections of uhf stations WAIM-TV, WGVL, and WSCV (TV) Spartanburg, S. C. The same stations protested under Sec. 309 (c) but the Commission denied them standing.

Premise of the protests was that WORD-TV meant to make Paris Mt. its permanent site in order to hold a CBS-TV affiliation. The Commission, in its denials, pointed out that the Paris Mt. site was granted for interim operation and that it met all requirements regarding separation, signal strength over principal city, etc.

WOSH-TV To Go Off Air, Will Surrender Permit

WOSH-TV Oshkosh, Wis., last week announced it will cease operation permanently tomorrow (Tuesday) because of financial loss and the inability "to foresee sufficient improvement in this condition early enough in the future to justify or to permit continued operation." In making the announcement of the station's decision, General Manager William M. Johns Jr. blamed lack of local retail advertising, it was reported.

The uhf ch. 48 facility began commercial operation April 1, 1953. It will submit its uhf ch. 48 permit after the close of the station.

This marks the fourth post-freeze operating tv station to go off the air and to surrender its permit. The other operating tv stations to cease operation were: WROV-TV Roanoke, Va., uhf ch. 27; KCTY (TV) Kansas City, Mo., uhf ch. 25, and WBES-TV Buffalo, N. Y., uhf ch. 59. Two other operating tv stations, KRTV (TV) Pine Bluff, Ark., on vhf ch. 7 and vhf ch. 10 KFOR-TV Lincoln, Neb., are expected to cease operation and surrender their permits soon. Uhf ch. 22 WIFE (TV) Dayton, Ohio, has gone off the air because of economic difficulty but hopes to resume operation.

ANTI-CARDINAL BILL GETS SENATE AIRING

THE SCOREBOARD was confused last week as to just what direction, if any, the Senate Anti-Monopoly Subcommittee would take on the Johnson measure (SJ Res 133) that would bring under anti-trust laws any professional baseball club owned by a beer or liquor company.

The subcommittee, under chairmanship of Sen. William Langer (R-N. D.), held a brief hearing Thursday.

Sen. Edwin C. Johnson (D-Colo.), appearing on behalf of his resolution, indicated he would broaden his request to include other corporations in addition to breweries who acquire baseball clubs for tax concessions and advertising. The pending bill had been aimed at August A. Busch Jr., whose brewery owns the St. Louis Cardinals.

Sen. Johnson Expresses Views

The Senator said he feared such corporate ownership, as that of the Cardinals, would inevitably drag baseball itself under the anti-trust laws. While he said he was not intending to "reflect" on Mr. Busch "as a personality" since Mr. Busch and his family are respected members of the community and have contributed to the progress and welfare of St. Louis, Sen. Johnson said the purchase of the club and use of it to "advertise its beer in any number of ways" while competitors were denied that opportunity could threaten free competition.

He presented statistics showing the number of breweries which have gone out of business in the past two years.

A part of the Johnson charges include the Cardinals' organization earlier in the year of a radio network for broadcast coverage.

Since the original Johnson attack on the Cardinals [B•T, March 1 et seq.], the baseball club has modified its radio coverage plans.

Also appearing were representatives of the

THE LATEST
WCKY
STORY

THESA

The Informati(ou

NIELSEN FACTS*

92%

OF WCKY's

NIGHT-TIME HOMES

ARE

NON-TV HOMES

(More Non-TV Homes Than Any Other Cincinnati Station)

*Nielsen 1952 Circulation Report

*1

Ca

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY-

SARE THE FACTS

ati(ou Are About to Read, is True . . . . . .

YOU CAN SELL

these

823,530 Families

Every Night

with

THE WCKY JAMBOREE

7:05-11 pm Sun.-Sat.

at

$50.00 per Min.Ann.*

*1-time rate

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

AT THE U. S. CAPITOL last week, Senators bit into one of their juiciest challenges—a two-pound "Top Sioux City Sirloin Steak." Just before the Thursday luncheon got underway were (l to r) Don Sullivan, director of advertising, KVTV (TV) Sioux City and WNAX Yankton, N. D.; Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.); Robert R. Tincher, vice president of Cowles Broadcasting Co. (KVTV [TV], WNAX), and Sen. Guy Gillette (D-Iowa). Vice President Nixon and all but nine of the 96 Senators attended the luncheon, which was held Wednesday and Thursday. It was sponsored by Sen. Gillette with co-hosts Sioux City Mayor George Young, KVTV (TV), the city's Chamber of Commerce and its Centennial Committee. The Sioux City Live Stock Market furnished the two-pounders. A plaque was presented the Vice President commemorating the 100th anniversary of the city. This was the sixth annual luncheon presented at the Capitol to publicize the tasty Sioux City product.

Justice Dept. and the Federal Trade Commission. Baseball Comr. Ford Frick and Mr. Busch are slated to testify at a later date.

The Justice Dept., represented by Stanley N. Barnes, assistant attorney general in charge of the Anti-Trust Division, said the measure as originally proposed would be "discriminatory" and extremely difficult to enforce.

He said the division, which has long believed baseball itself should be subject to anti-monopoly rules, would have "no objection" to the broader proposal indicated. He said, however, that all such legislation was unnecessary since violations by any beer-baseball combination could now be prosecuted under the anti-trust laws.

FTC's Statement

The Federal Trade Commission said it was in no position to recommend enactment of the resolution because it doubts "the advisability of a piecemeal approach to the question" of monopoly by a brewery via baseball.

FTC also said:

There is little reason to anticipate that passage of the resolution would further any of the purposes expressed in the resolution. Subjecting baseball clubs owned by persons or concerns engaged in the alcoholic beverage industry to the provisions of the antitrust laws would not make unlawful *per se* the alliance of baseball and brewing business nor the utilization of subsidiary baseball clubs by breweries for advertising or promotional purposes. It is also clear that the bill would not affect the sponsorship of radio and television broadcasting of professional baseball games by brewing companies or others in the alcoholic beverage business that have no ownership interest in professional baseball clubs.

Meanwhile, in the House, Rep. Frank M. Karsten (D-Mo.) called the Johnson proposal unconstitutional and said Mr. Busch was "the staunchest friend the small brewers of this country ever had." He said Mr. Busch saved the Cardinals. The House Monopoly Subcommittee, he said, had "exploded the myth" that the brewing industry has become a "savage monopoly" by rating the industry 348th "in order of concentration."

FCC Proposes Updating Of International Rules

Commission would amend Part 3 of its rules to bring them in line with postwar international treaties and pacts.

WITH expanding private international shortwave broadcasting by U. S. stations in prospect, FCC last week proposed amendment of Part 3 of its rules to bring operating procedure into line with postwar international treaties and agreements.

The rule-change proposal, on which comments are due May 19, would abolish FCC's 1942 wartime order No. 108, which still governs international broadcasting. New frequency-use provisions and operating rules would be made in the rules change. They would govern the stations' operations during hours other than those under contract with the government.

Frequencies involved are in high frequency international broadcast bands between 5950 and 26100 kc set forth in the 1947 Atlantic City table of frequency allocation.

Under the proposed revisions, frequencies would be assigned to international broadcast stations for use during specified hours for transmission to specified foreign areas, FCC said. This is because international broadcasting is subject to seasonal and other technical variations which affect radio propagation conditions, the Commission explained.

Licensees could request the assignment of particular frequencies for use during specific hours of private operation, the notice said, and where a licensee is simultaneously engaged in both private and contract broadcasting with the government, it would receive separate authorizations for each type of operation from FCC.

The Commission explained the proposal recognizes the limited spectrum space available to the international broadcasting service under the Atlantic City allocation and the "inherent necessity of sharing this spectrum space with the other member countries of the International Telecommunication Union."

The minimum technical standards proposed by FCC are based upon the standards developed at the High Frequency Broadcasting Conference at Mexico City in 1948-49. The proposed rules specify minimum transmitter output power of 100 kw and a median delivered field intensity of 150 uv/m 50% of the time at the distant foreign area of intended reception.

During World War II and for some time thereafter all international broadcasting by the U. S. was carried on by FCC licensees under contract with the government, first with the Office of War Information, then the State Dept. and subsequently the U. S. Information Agency.

NCAA Meets On Football Tv Plan

SOME "liberalization" and not a little "experimentation" was expected to be incorporated into the NCAA football-television plan for 1954 which was to have been finalized at a two-day meeting over the weekend in Kansas City.

If the plan, as finally worked out for presentation to the NCAA membership for a mail ballot, followed the general pattern shaped up in two preliminary meetings, at least two revolutionary "experiments" were to have been proposed for the televising of college football this fall.

The committee was to decide upon one proposed modification of the familiar "Game of the Week" plan by which a sponsor could choose his "Game of the Week" as late as the Sunday or Monday preceding the weekly television feature. It was expected, however, that teams would be restricted as they have been in the past to one television appearance for the entire season on the "Game of the Week" telecast.

Another more drastic "experiment" was a proposal that the college football world be divided into four sections for two or three scattered Saturdays during the season when all restrictions would be "off"—except the one that no telecast would be permitted to extend beyond the sectional boundary. This would open the door for individual schools or conferences to sell their own games for that day for telecast within the region.

Cornell Athletic Director Robert J. Kane, former chairman of the committee and still a member, flew to the meeting last Friday.

Mexico Authorizes XETQ On WOAI's Clear Channel

NOTIFICATION by Mexico that it has authorized operation of XETQ Orizaba, Ver., with provisional power of 1 kw on 1200 kc, Class I-A clear channel of WOAI San Antonio, was confirmed by FCC last week. XETQ, formerly assigned 250 w on 1370 kc at Vera Cruz, is authorized to go to 5 kw, directional night, as a Class II station on 1200 kc, Mexico reported to the Commission.

So far as is known XETQ has not shifted to 1200 kc and the channel continues clear.

FCC officials noted that Orizaba is only 480 miles from the U. S. border, under the 650-mile minimum specified for Class II stations on U. S. clear channels in the former North American Regional Broadcasting Agreement, to which Mexico was party. FCC said

BALTIMORE
the city of row houses...

Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅓ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY; PRESIDENT · **REPRESENTED BY FORJOE & CO:**

the new XETQ operation would cause objectionable interference to WOAI and protest will be made through the State Dept. Commission spokesmen also noted that XETQ would suffer severe interference from WOAI, to perhaps its 25 mv/m contour at night.

Meanwhile, State Dept. officials confirmed last week they have received unofficial acceptance of their invitation to Mexican government representatives to meet in Washington March 29 to discuss continuation of the 1946 *modus vivendi* extending engineering standards of NARBA 1937. A formal meeting is expected to be held in Mexico City later this year looking toward a bi-lateral agreement for international coordination of frequency use. Mexico refused to be a party to NARBA 1950, which still is waiting Senate confirmation.

FBA, BNA Announce Conference Program

PROGRAM and lecturers have been announced by the Federal Bar Assn. and the Bureau of National Affairs for the off-the-record briefing conference scheduled March 29-30 on communication law and regulation, to be held in Washington at the Sheraton Park Hotel. It is the second such conference on government affairs and will include FCC Commissioners and leading radio-tv attorneys [B•T, March 1]. Registration fee is $50, including lunches.

FCC Chairman Rosel Hyde opens the conference March 29, highlighting current developments and basic FCC policies. Other Commissioners participating include Comrs. Frieda B. Hennock, Robert E. Lee, E. M. Webster, John C. Doerfer, Robert T. Bartley and George E. Sterling. Assistant Broadcast Bureau Chief Joseph Kittner will discuss broadcast regulation while General Counsel Warren Baker will review political broadcasting.

FCC regulation compared to other agencies will be discussed by Earl W. Kintner, FTC general counsel, and William H. Timbers, SEC general counsel. Changes in hearing procedures are to be reviewed by Vincent B. Welch, president of Federal Communications Bar Assn., and William C. Koplovitz, chairman of FCBA's Administrative Procedures Committee, with U. S. Court of Appeals Judge E. Barrett Prettyman as moderator.

Radio for special uses and industrial services will be covered by John T. Quisenberry, AT&T general solicitor; Jeremiah Courtney, attorney, and Lester Spillane, assistant chief, FCC Safety & Special Services Bureau. Charles V. Rhyme will discuss federal versus state regulation.

Practical side of regulation is to be presented by Joseph McDonald, NBC treasurer and formerly the network's assistant general counsel, and W. Spencer Harrison, CBS vice president.

Roles of engineers and lawyers will be outlined by consultant Stuart L. Bailey and attorney Philip G. Loucks. Justin Miller, NARTB board chairman and general counsel, is scheduled as luncheon speaker March 30 on industry self-regulation.

FCC Hits Late Filing For Extensions, STA's

GROWING number of late-filed television applications for extension of completion date and special temporary authority to commence commercial operation, all seeking prompt consideration, was cited by FCC last week in a notice that these violations of the rules are not conducive to an expeditious dispatch of the Commission's business.

FCC warned that Sec. 3.627(b) of its rules requires that applications for extension of time to construct shall be filed "at least 30 days" prior to the expiration date of the current permit. Sec. 1.324 requires that requests for STAs be filed at least 10 days before date of contemplated operation while Sec. 3.629 requires that requests for program test authority be filed 10 days in advance at the Commission and the FCC engineer in charge of the district in which the station is located be notified. Program test authority may not be requested until application for license is filed, FCC said.

"Interested parties are reminded," FCC said, that "except where a clear showing is made warranting more rapid action as a matter of public necessity, applications such as those described above seeking action in a particular case must be filed in advance of the contemplated operation or other action in accordance with the appropriate rules of the Commission relating to such matters."

Photographers' Gallery

REP. HAROLD C. HAGEN (R-Minn.) said last week he was preparing legislation to set up a special U. S. Capitol Gallery accommodation for news and newsreel photographers in the House and Senate. Facilities, he said, would be similar to those now available for press, radio-tv and magazine newsmen. This he said would give them equal treatment.

Commission Gives Ala., Tenn. 5 New Educ. Channels

BASED upon pleadings by Frank Kyle Spain, Tupelo, Miss., and the Tennessee Educational Television Commission, FCC last week made final the allocation of ch. 9 to Tupelo for commercial use and assigned five new educational channels; ch. 7, Munford, Ala.; ch. 69, Cookeville, Tenn.; ch. 77, Crossville, Tenn.; ch. 11, Lexington, Tenn., and ch. 2, Sneedville, Tenn.

WDXI-TV Jackson, Tenn., under construction on ch. 9, is required to change to ch. 7 to facilitate the ch. 9 addition at Tupelo, FCC indicated. Educational ch. 7 at University, Ala., is changed to ch. 74 to permit the edcational allocations. Changes are effective 30 days after publication in the *Federal Register*.

Meanwhile, on petition by ch. 35 WTRI (TV) Schenectady, N. Y., FCC invited comments by April 21 on proposed rule-making to assign ch. 35 to the Albany-Schenectady-Troy area in lieu of the channel's present allocation only to Schenectady. The Commission turned down a protest by ch. 41 WROW-TV Albany opposing the WTRI proposal. Comr. Frieda B. Hennock dissented.

Third Spokane Vhf Approved

THIRD vhf station for Spokane, Wash., was approved by FCC last week in an order making final immediately an examiner's initial decision to grant ch. 2 there to Louis Wasmer, operator of KREM Spokane [B•T, March 15].

Action was made possible by withdrawal of a competitive application by KNEW Spokane, which received $32,500 to cover expenses. KHQ-TV is operating on ch. 6 there as an ABC and NBC outlet while KXLY-TV, CBS and DuMont, is on ch. 4.

STREIBERT TELLS USIA ACTIVITIES

AN expanded program of government radio and television activities designed to promote a more favorable climate in other countries toward the U. S. was described last week by Theodore C. Streibert, director of the U. S. Information Agency and formerly president of WOR-AM-TV New York, before a joint luncheon meeting in New York of the International Advertising Assn. and the Export Manager's Club of New York.

In a talk titled "Overseas Public Relations," Mr. Streibert said the agency has learned that the most effective way to present America's side of the story is to emphasize facts and minimize propaganda.

To achieve the most effective results, Mr. Streibert said, the agency has directed that three-quarters of the Voice of America broadcasts be aimed at the Soviet orbit of nations, and also has taken steps to strengthen the VOA signal to Iron Curtain countries.

As for television activities, Mr. Streibert said, the agency is furnishing documentary and news programs produced by the domestic television industry to stations in Europe, Latin America and the Far East. He noted that the tv industry abroad is still in the growing stage, but estimated there are some three million sets in Europe, Latin America and the Far East, with an estimated audience of about 30 million.

After sketching briefly the activities of the agency in the publications and motion picture fields, Mr. Streibert urged that private industry with interests abroad initiate steps to help create for the U. S. a more favorable climate of opinion there.

The chairman for the luncheon meeting was George H. Giese, president of the International Advertising Assn. and president of McCann-Erickson Corp. International.

FCC Approves KPOA Sale, First Under New Rules

SALE of KPOA Honolulu by J. Elroy McCaw and John D. Keating for $400,000 to Tele-Trip Co., New York, was approved by FCC last week. It was believed to be the first station sale to comply with the Commission's new multiple ownership rules limiting am holdings to seven for a single entity [B•T, Jan. 18].

New KPOA licensee is Radio Hawaii Inc., subsidiary of Tele-Trip, aviation insurance firm. Principals in both firms include John M. Shaheen, president, and Fin Hollinger, executive vice president-general manager. Mr. Hollinger is KPOA manager. Messrs. McCaw and Keating most recently added WINS New York to their lists of broadcast holdings.

WMEX Renewal Faces Hearing

WMEX Boston was advised by FCC last week that its application for license renewal "indicates the necessity of a hearing" in view of program logs showing considerable horse race programming. FCC said the station's logs for the 1952 composite week show airing of racing shows on a "continuing basis" during a "substantial period" of the afternoon.

WMEX's license expires April 1. It last was renewed Feb. 25, 1952, after a year on temporary extension because of the racing issue. The WMEX renewal in February 1952 was based upon its discontinuance of horse race shows, but the Commission at that time ordered hearing on the renewals of three tv stations and 13 other radio stations because of the issue [B•T, March 3, 1952].

YOU MIGHT SCORE 100 POINTS—*

BUT . . . YOU NEED WKZO RADIO TO PILE UP SALES IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	5	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, is Western Michigan's first station on almost every count. First in programming, first in listeners-per-dollar, first in Pulse ratings (left)!

Take the WKZO news operation. According to Pulse, WKZO newscasts get an average rating of 12.5%, *as against 4.7% for the next-best station!* In 1953, WKZO Radio News won the annual Michigan Associated Press radio award, *for the second year in a row!*

No newscast availabilities at present, but your Avery-Knodel man will be glad to steer you onto some other equally good WKZO buys.

AM-TV-FM

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

* *Frank Selvy of Furman set this NCAA record in a 1954 game against Newberry College.*

KCKN 'BOOSTER' PROMOTION

"NEED a boost in the Kansas City market?" is the main question KCKN asks in a blue-green mailing piece it is sending to advertisers and agencies. On the inside, KCKN explains that everybody needs a boost once in awhile; even an ocean liner needs occasional assistance from a tug. Pointing up the $1½ billion Kansas City market, KCKN tells how dozens of advertisers who use a network station use KCKN as a booster station. The reason, the card explains, is because KCKN's daytime audience is often bigger than that of the network stations yet costs as little as a fifth of network station advertising. Card asks the reader to call the nearest Capper office for availabilities and explains that the phone numbers of all the offices are printed on the back of the card.

RADIO'S 'MINUTEMAN' CAMPAIGN

RADIO will play a role in a new nationwide heritage campaign recently announced by the Kiwanis International on behalf of some 225,000 members and 3,700 clubs throughout the country.

Plan is to use a radio series with a dramatic format, which is under study now, according to James E. Edmundson, director of the Kiwanis public relations department. The drive was developed by its International Committee on Public and Business Affairs.

Titled *The Minuteman* campaign, the program is designed to promote Americanism and encourage reading of *Minuteman* pamphlets in schools, factories, offices and homes. The first of the series is titled *This Is Your Land.*

DERBY CLINIC TELECAST

KWTV (TV) Oklahoma City claims to be the first station in the nation to televise a Soap Box Derby building clinic. The Derby is usually sponsored locally by newspapers, but this year, according to KWTV, Derby officials decided to use KWTV and radio station KOMA as a tv-radio "test tube." The television station reports that indications are that it will carry successfully with 102 boys signing up on the first registration day.

HAPPILY examining some of mail response to KTTV (TV) Hollywood's delayed film telecast of the controversial Art Aragon-Chuck Davey fight in Los Angeles are (l to r) James Hoffman, KTTV account executive; Sandor Heyman, president, Enterprise Advertising Agency, Los Angeles, representing the sponsoring Maier Brewing Co. there; Ed McNeilly, Enterprise radio-tv director, and Jackson Wheeler, m.c. of the special telecast.

MARINE MANEUVERS FILMED

TO ACQUAINT viewers of the south Florida area with the activities of the local Marine installation, WTVJ (TV) Miami's news department traveled 1,200 miles in helicopters, fighter planes and transports in cooperation with the 3d Marine Air Wing. General Manager Lee Ruwitch and News Director Ralph Renick report spending four days in the field to get film pictures of training exercises in Puerto Rico. Shots included helicopters landing on aircraft carriers, flame thrower action, invasion maneuvers and simulated battle action staged for Warner Brothers' "Battle Cry" on Vieques Island. As a special service, the station contacted families of local Marines participating in the action so they would be alerted to their heroes' appearance on the *Renick Reporting* news program. The WTVJ representatives report that the Marine songfest was "better than any Broadway production." At the conclusion of the program series, WTVJ will supply the Marines with prints of the films.

WHP-TV SHOOTING 'SCOOP'

WHEN the shooting broke out in Congress [B•T, March 8], WHP-TV Harrisburg brought viewers what that station claims was a "scoop on the local level" with an eye-witness report from Rep. Walter Mumma (R-Pa.). Joe Harper, WHP-TV news editor, contacted Rep. Mumma in his Washington office shortly after the shooting and made arrangements for him to appear on the 11:00 p.m. *News in Review* program. Rep. Mumma brought along pictures of the House of Representatives to highlight his description of the shooting.

WAVE MUSIC PROMOTION

"MUSIC is big business at WAVE Louisville, Ky.," according to a pamphlet being sent to agencies and advertisers by that station. Local live and recorded musical programming total nearly 50 hours a week, WAVE states, and the "very best in music available." The pamphlet lists the music and transcriptions personnel, the types of music available, and station facilities and musical personalities. The reader is reminded that facts on WAVE's top news coverage may be found in a brochure titled "No Station Covers Louisville News like Wave." The pamphlet closes with the reminder that "these people . . . these facilities . . . these ideas . . . and these standards . . . are the reasons why —in Louisville, it's WAVE for *Quality* musical programming."

WILS 'OPERATION CONVERSION'

WILS-AM-TV Lansing, Mich., has recently completed "Operation Conversion," designed to stimulate all channel conversion in the Lansing area, and also promote the station. The drive was conducted by WILS with cooperation of tv servicemen and dealers in the area. Each dealer participating received a series of free spot announcements and the station delivered special 3½-minute scripts stressing the advantages of all-channel conversion. Listeners to WILS radio were reminded that a complete choice in tv viewing enjoyment is obtainable only with an all-channel set and most of the programs seen on WILS-TV are not seen on other stations beaming into Lansing. The station reports that 13,800 or 32.7% of the 42,200 sets in Ingham county were converted to WILS-TV, which went on the air Sept. 20, 1953, by November 1, of the same year.

COLORCASTING

Two-Week Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

March 22-23: *Three Steps to Heaven,* 10:45-11 a.m., Monday and Tuesday (Procter & Gamble through Compton Adv.).

March 28: *American Inventory,* 2-2:30 p.m., Sunday (sustaining).

March 31: *Eddie Fisher,* 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 4: *Paul Winchell Show,* 7-7:30 p.m., Sunday (Procter & Gamble for Cheer and Camay through Young & Rubicam).

[Note: This schedule will be corrected to press time of each issue of B•T.]

STATION ADVERTISING AWARDS

TWO radio stations have won awards for their outdoor advertising in the 2d annual Creative Outdoor Local Advertising Awards Contest, sponsored by the Outdoor Advertising Assn. of America. KXL Portland, Ore., won second award in the Rotary Division and WADC Akron, Ohio, won second award in the Continuous Poster Division. The OAAA, which is headquartered in Chicago, established the event in 1952 to give recognition to local outdoor advertisers for outstanding campaigns. Awards were made to the top three entries in each of nine divisions of the contest, with the advertiser, agency and artist sharing in the award. All categories of local business using outdoor advertising were eligible.

KTTV (TV) MEMORIAM PROGRAM

MORE than 25,000 textbooks and 40 tons of clothing have been contributed to Kenneth Kaiser High School in Kapyong, South Korea, by Southern California residents after two special KTTV (TV) Hollywood *Before Your Eyes* programs told the story of the school's founding and requested donations for its continuance.

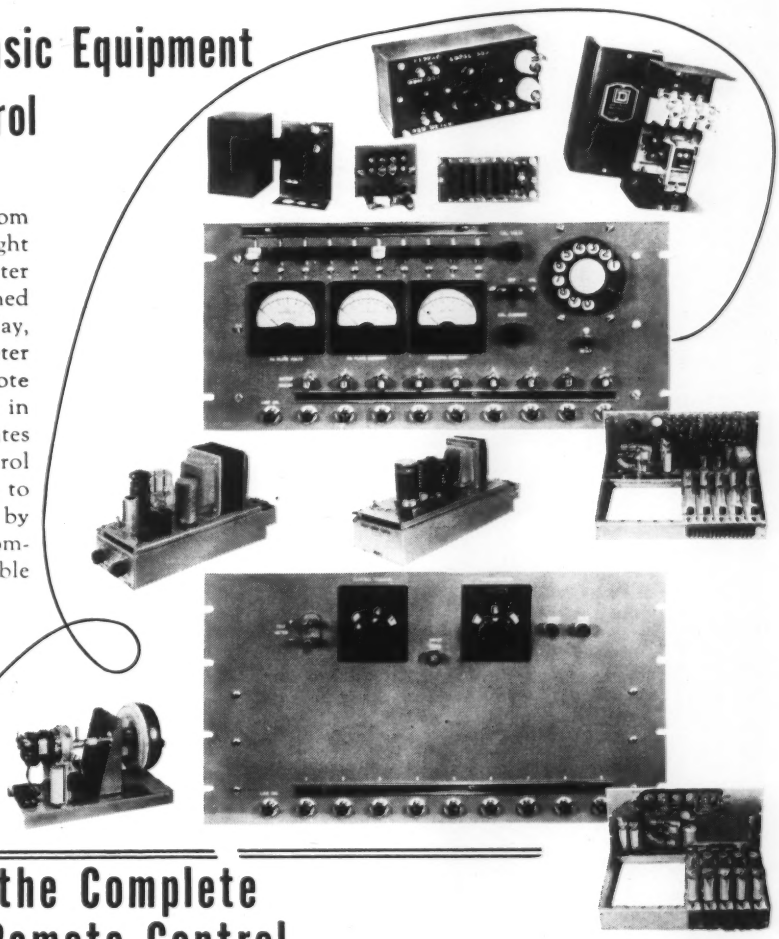
The school was founded by fellow-soldiers to honor Sgt. Kenneth Kaiser Jr., the first man to die in action during the Korean conflict of Southern California's 40th Infantry Division.

SHOW STOPPER SPOTS

A SPECIAL catalog of 214 spots recorded under *Show Stoppers* Series A has been completed, according to an announcement from Robert J. Clarkson, owner-producer. *Show Stoppers* are 5-50 second recorded spots for use on disc jockey shows. They represent about 15 dialects and over 30 character voices. The catalog classifies spots under categories such as: attention getters, introduced guests (planned in advance), intruders, remarks to and comments on

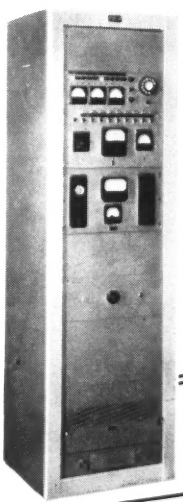
IF you need only Basic Equipment for Remote Control

Yes . . you can buy the basic system from Gates too and at no greater cost than straight D. C. operated systems. Includes transmitter and studio equipment plus motor tuned power control, transmitter control relay, tower light indicator, plate contactor, meter pick-up kits and diode rectifier for remote antenna metering — all ready to mount in your racks and using the famous Gates tone oscillator system for major control functions — the system that uses tubes to provide reliability — the system used by air lines, the military, and all leading communications companies for dependable multiplexing services.



PRICE $1594.90

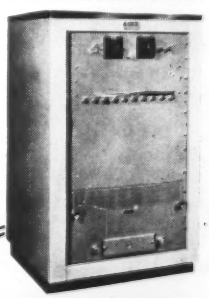
OR if you want the Complete System for Remote Control



Here is the famous RCM-14 system, ready to move in your station. Equipped with R. F. amplifier for remote monitoring, dual rack cabinets, completely wired, supplied with transmitter meter extension kit, tower light indicator, antenna kit, heavy main contactor, diode rectifier for remote antenna metering — or the complete system, ready to use. — In short, you get it all on the first order. Broadcasting's most used remote control system.

GATES USES TUBES

Actually 18 in all plus rectifiers when compared to other D.C. operated systems. Basic control functions are handled at audio frequencies—admittedly a slightly more expensive way — but the complete way. Your transmitter will not turn off or on with static or lightning bursts, in fact there is no way to operate it except by the operator. Ask the nearly 200 that use them.



IMMEDIATE DELIVERY

PRICE $2195.00

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

disc m.c., time signal lead-ins, program openings, program closings, requests for music, public service assists, etc. Catalog will be distributed to all subscribers and will be available to new subscribers who purchase the series. Service is sold as an exclusive service to one station per city.

GOING FISHING

YOUNGSTERS will be able to fish in a lagoon, as a result of a drive conducted over KWPC Muscatine, Iowa, which raised over $500 to deepen the Weed Park lagoon so that it could be stocked with fish by the Federal Fish Hatchery at Fairport, Iowa. The station reports that one prison inmate contributed his month's wages of $3.00. Part of money came in from Iowa and two Illinois counties.

'CABBAGES AND QUEENS'

A SHOW for the ladies called *Of Cabbages and Queens* is being presented by KTVU (TV) Stockton, Calif. five days a week at 2:00 p.m. The one-hour program will contain two sections: the "Queens" portion, featuring decorating, gardening, fashions, beauty and other relative subjects, and the "Cabbages" part, logically enough, the cooking portion of the program. According to the station, the kitchen where hostess Vee Russell will display her culinary skills represents the very latest in modern functional home cooking headquarters.

WCPA HELPS POLICE

CREDIT for helping in the recovery of a stolen car and for aiding in the capture of the suspected thief, was given to WCPA Clearfield, Pa., by state police, according to that station. First, the station broadcast a description of a missing car and a listener spotted the car parked outside his home. The following day, WCPA reports broadcasting a description of the suspected thief with the news that police believed the man was armed and possibly dangerous. The suspect was listening and apparently fearful that the police might come after him with guns drawn, he called the state police barracks and surrendered.

Picking a Parson

ED CANSTEIN, television editor of United Press Movietone News, received a letter from the Evangelical Church in Hessen and Nassau, Germany, and learned he was *enfooeffed* with the *advowson* in the parish of Barstadt near Frankfurt. Though his full name is Edward von Canstein, he doesn't *sprechen deutsch*. But he learned from the dictionary that the letter meant he was privileged to appoint the parson in Barstadt because he is the oldest living male descendant of the Barons of Canstein line, which received this power on Nov. 28, 1855, by title-deed from the Duke Adolf von Nassau. Mr. Canstein reports he is proud, *jawohl*, but he wonders who can fill the pulpit at Barstadt.

WTRI (TV) IS BORN

CIGARS were distributed commemorating the birth of Schenectady, N. Y.'s first post-freeze tv station, WTRI (TV) ch. 35. The wrapper read: "It's a television station . . . Born—Feb. 28, 1954." WTRI is the second station for Schenectady, but the first uhf.

COMPARATIVE STUDY

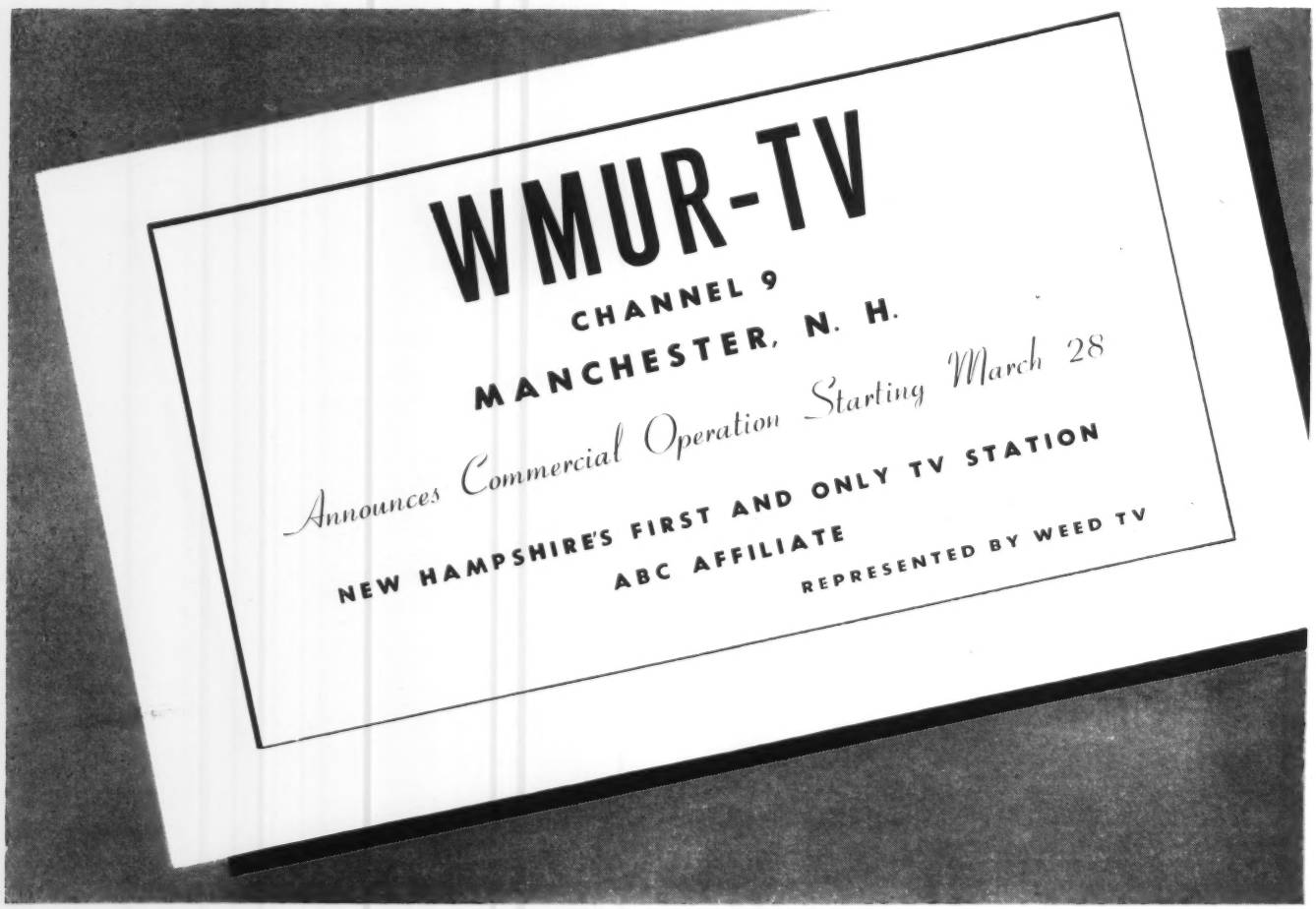
RESULTS of a comparative study done by WTRF-TV Wheeling in relation to its standing with what it terms "Must-Buy Stations" in metropolitan areas elsewhere, has just been released by the outlet. In the 13-city survey, Wheeling placed first in population, households, spendable income and grocery sales.

PRACTICAL PROMOTION

COMBINING utility and promotion, WWVA Wheeling, W. Va., has recently released a Finger Tip Fact File intended for circulation among media buyers. Copy in the file contains market data, break-down of listening audience, capsule descriptions of shows the station carries, as well as rate information and promotional ideas.

STUDENTS OPERATE KBOL

LATE last month, students at Boulder (Colo.) High School took over the operation of KBOL Boulder for an entire broadcast day. The event was so successful, according to the station, that it will now be an annual affair. All functions at the station were performed by the students exclusive of engineering chores at the transmitter. Supervising the project was Wally Schneider, speech instructor at the school.



ON THE AIR

EVERYONE KNOWS WHEC IS WAY OUT IN FRONT IN THE OVERALL RATINGS, BUT

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER? . . . . .

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	95	27	0	0	0	0
TIES	17	17	0	0	0	0

In the ratings of the 427 weekly quarter hours WHEC is on the air it outstrips the nearest other station by 250% . . . and on *locally created* programs, as you see above, the margin is even wider! . . .

There are some availabilities in these high-rated local WHEC programs! Why not find out if we haven't got just the spot to get you off the spot in Rochester?

*LATEST PULSE REPORT BEFORE CLOSING TIME

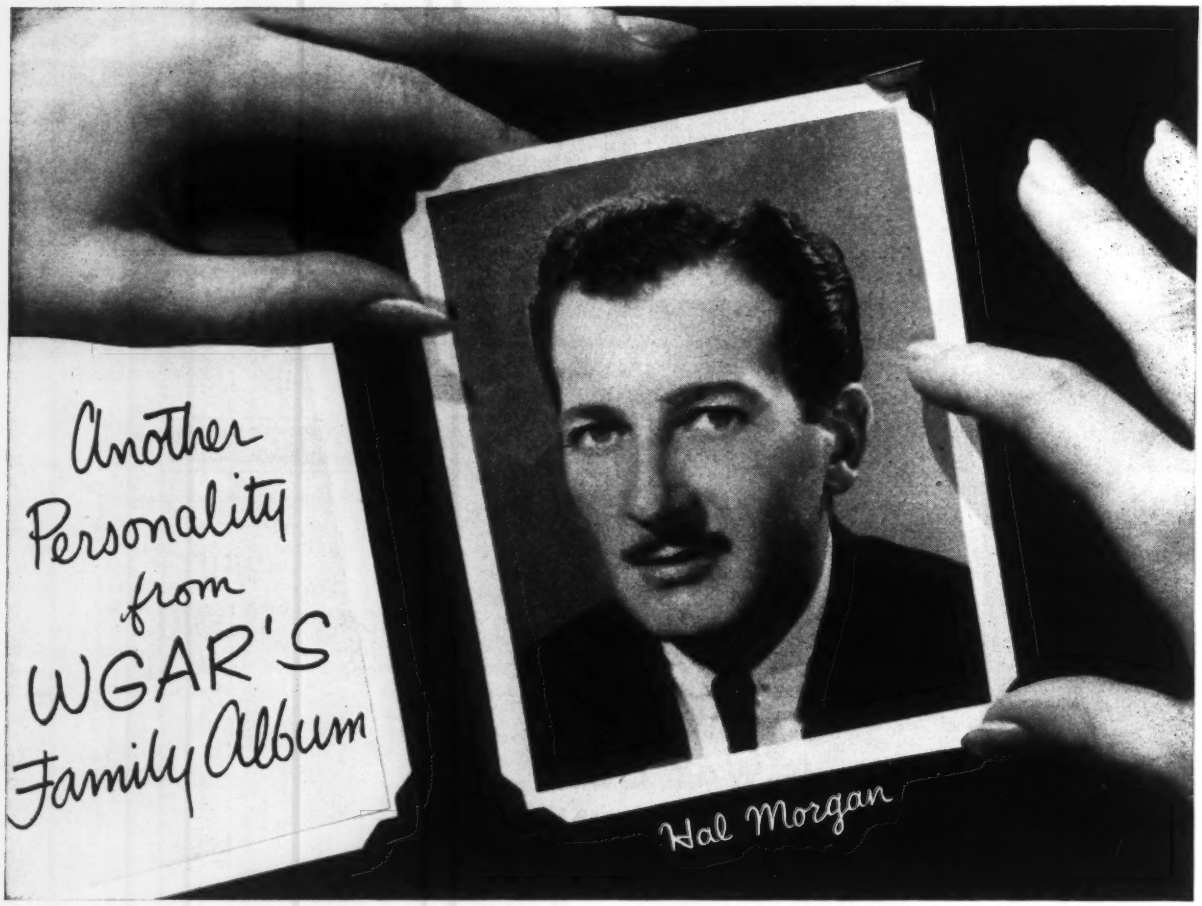
BUY WHERE THEY'RE LISTENING:—

Member GANNETT RADIO GROUP

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING



He reaches customers in kitchen and car

Want to talk to the lady of the house while she's preparing the evening meal? Want to get the ear of her husband while he's driving his car?

Then let Hal Morgan tell your food, beverage, drug or automotive story on "Morgan's Matinee" —the sixty-minute show with double-barreled appeal for homemakers and motorists alike.

From 4:30 to 5:30 each weekday afternoon, Hal Morgan serves up a blend of *good music, news, weather, time and road conditions* . . . preferred fare for the man driving home from work, *and* for the homemaker in the kitchen.

While Morgan is on the air, Greater Cleveland traffic is at its peak. Over a *quarter-million* motorists are on the move—90% with car radios! During this same period, radios are tuned to Hal Morgan by busy homemakers.

Reach customers in a mood to buy—on "Morgan's Matinee"! Participations and quarter-hour segments available. Check your nearest Christal office today.

WGAR

THE STATION WITH

4½ MILLION FRIENDS IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co., New York
In Canada by Radio Time Sales, Ltd., Toronto

features

- Answers are coming to uhf's problems. Page 66.
- A tribute to broadcasters. Page 68.
- Is early morning radio being overrated? Page 70.

SELLING VACATIONS BY RADIO

THAT universal urge to go places and do things is being nurtured by radio in Philadelphia. The station responsible for this revitalized interest in travel is WIP, which recently completed a series of travel broadcasts that was so successful that a second 13-week series was signed for by Associated Travel Bureaus, Philadelphia, an organization of the city's leading travel agencies. The show which brings the lure of far-away places into the reach of average Philadelphians is titled *Wonderlands in Travel,* heard five nights a week on WIP in a quarter-hour format.

The enthusiastic response to the series from the WIP audience during the first broadcasts prompts the station to conclude that the story behind the formation and operation of Associated Travel Bureaus might well serve as a model for similar groups throughout the country.

In October 1953, Philadelphia's six leading travel companies joined forces as Associated Travel Bureaus for advertising purposes. Ted Smith, WIP sales representative, was instrumental in forming the new group. It was Mr. Smith who proposed the advertising plan for the six agencies. When the firms were individually contacted and asked opinions on his idea for *Wonderlands in Travel,* the reaction was generally the same: The idea was sound but as separate businesses they could not afford it.

Then came the idea that collectively these agencies might be interested in backing the show. Each agency agreed and for 13 weeks *Wonderlands in Travel* was presented under joint sponsorship.

At the outset, officers were elected. President of Associated is Austin Dixon, president of Bartlett Tours Co.; Clarence Adams, president of Adams Travel Bureau, is treasurer, and secretary is Morris Rifkin, Globe Travel Service. Participating members are Max Wohlmuth, president of Admiral Travel Service, Dan Barrows of Raymond-Whitcomb Inc. and Joseph Rosenbluth, Rosenbluth Bros.

The series was designed to create the desire to travel, to establish with the public the economy of using the services of a travel agent, to build new mailing lists and to promote to this new untapped audience, travel and vacation trips to fit every pocketbook.

Each program featured colorful facts and sightseeing data about a different vacation locale, an interview with one of the travel agents who knew the area, and music typical of the spot.

The formation of the Bureau made it possible to promote a single name and address. With the simple method of rotating leads each agency shared equally in the results.

Commenting on the Bureau's renewal of the broadcasts, Clyde Spitzner, sales manager of WIP, said, "The formation of this association demonstrates clearly the effective results that can be obtained economically through radio." He points out that as a direct result of the WIP series, the association has found many definite leads and sales which have resulted solely from the broadcasts. Traffic has increased in their offices. Bookings for travel have grown and particularly noted was the increase in bookings for an economy Miami Beach House Party trip, heavily promoted through *Wonderlands in Travel.*

Renewal of the series speaks for itself regarding the association's opinion of its new advertising vehicle and the successful way in which WIP has promoted the bureau's services. Mr. Dixon, president of the association, in explaining his reaction to the impact of *Wonderlands in Travel,* spoke for the group when he said, "We feel that this radio program is the best form of advertising and public relations we have ever used."

MOST reports on uhf television have been on the negative side—what's wrong with it and how uhf operators are struggling against odds. There are still plenty of problems, but there is good news, too. Here is a report by B•T's experienced Earl B. Abrams. Transmitter with power rating high enough to give uhf stations parity with vhf competitors will be available by the end of next year or early in 1956, according to leading manufacturers. Even with low power, a uhf station can cover its market, a Philco Corp. testing team determined in Jackson, Miss. And, although it takes a heap of doin' to persuade viewers to convert to uhf, it can be done—as witnessed by the Des Moines situation.

ANSWERS ARE COMING

POWER

THOSE uhf broadcasters who feel they are swimming against the tide in television waters should take heart. There is nothing fundamentally wrong with uhf. Time is the key—if the uhf operator can hold out.

Take power for example. Uhf broadcasters struggling against what seem insurmountable odds may think they will always be second rate in power compared to vhf.

They need not feel this way. The time is not far off when transmitter manufacturers hope to have that pearl of great desire—a 50 kw transmitter capable of radiating the maximum 1,000,000 watts.

Provided that the transmitting antenna is sited correctly—up high overlooking the market—a lot of difficulties are going to disappear once high power comes along to join high tower.

That is not to say anything dramatic will take place. What will happen is that a uhf station will radiate a stronger signal, will place a more stable picture in the home, and, to a degree, will extend its coverage.

Power can help a lot. It makes tv signals stronger within the confines of the primary service area. It makes receivers and converters work properly. It can, in some instances, obviate the need for expensive, complex receiving antenna arrays and possibly for outside antennas entirely. It can fill in, to a degree, the plaguesome shadow areas within the station's market area.

Above all, it will put uhf stations on a basis of permanence now largely lacking in the minds of viewers who find it difficult to pull in a uhf signal—solely because uhf's strength is that of a weak flashlight beam compared to vhf's strong, bold rays.

When the FCC authorized the use of uhf frequencies for tv, it realized it had to weight powers and antenna heights of the three tv frequency bands so that, under ideal conditions, all would be equivalent in coverage and signal strength. This, the Commission accomplished, by limiting maximum power on low channels 2 to 6 to 100 kw, middle channels 7 to 13 to 316 kw and uhf channels 14 to 83 to 1,000 kw. At the same time, it put a ceiling on Zone 1 (northeastern, north central and south central states, roughly) antennas of 1,000 ft. for vhf but permitted uhf stations to go to 2,000 ft. above average terrain. In all other parts of the U. S. (Zones 2 and 3), all stations may have 2,000-ft. antennas.

At the present time, the highest powered uhf transmitter is the 12 kw gear offered by RCA and GE. DuMont is working on a high powered transmitter, but only offers 5 kw now. Other manufacturers have 500 w and 1 kw transmitters.

Only One-Fourth Power

Figuring a 20 gain transmitting antenna, the effective radiated power of a so-called high powered uhf station can only reach a peak of 250 kw. That's only one-fourth of the maximum permissible power—and it's no wonder that many uhf operators feel like the owner of a 300 horsepower custom built Buick running on only 75 hp.

This summer or fall, DuMont will come out with a 15-20 kw uhf transmitter, but no price has yet been set.

Sometime this spring, Federal Telecommunications Labs. plans a 10 kw uhf transmitter, priced about $69,200.

That will put all major manufacturers on a par. Every uhf station then will be able to put out a 250 kw signal.

Good—but not good enough.

What is needed is a 50 kw transmitter. When may it be expected? The consensus, according to a BROADCASTING•TELECASTING check of transmitter manufacturers, is late 1955 or early 1956.

RCA envisages a 50-75 kw uhf transmitter, to sell for around $250,000 in 1956. GE plans a 60 kw job, to sell for around $225,000 in late 1955. DuMont plans a 50 kw, but does not deem it wise to venture cost or date.

Key to higher power in uhf transmitters is the power tube.

What the situation is in this electronic wonderland can best be explained by those who have that responsibility.

RCA uses a conventional RCA-6181 tetrode in its 1 kw transmitter, quite similar to those used in vhf, according to A. R. Hopkins, broadcasting marketing manager. In some stations, the original tube has been operating over 4,000 hours, Mr. Hopkins said. "This is the maximum usage we know of in uhf and we feel it proves the wisdom of using this type of tube," he explained.

In the new RCA 12 kw uhf transmitter [B•T, Jan. 25], a conventional RCA-6448 tetrode is used, Mr. Hopkins pointed out.

The RCA tube department has two separate engineering groups working on the development of a tube for the projected 50-75 kw uhf transmitter, Mr. Hopkins revealed. One is working on a high power uhf tube of essentially standard design, Mr. Hopkins said. The other group is working with a tube of less conventional design.

"Both groups have had considerable success and successful tubes of both types have been built," he added. "We are presently evaluating the comparative advantages of the two types and will shortly make a decision on which one to use."

GE uses a tetrode in its 100 w and its 1,000 w transmitter, and an internal cavity Klystron developed by Varian Associates, Palo Alto, Calif., for its 12 kw. It plans to use the Klystron for its 60 kw also, according to Ralph S. Yeandle, supervisor, product planning, broadcast equipment sales.

DuMont, on the other hand, is using a Klystron developed by Eimac (Eitel-McCullough, San Bruno, Calif.) in all its uhf

(Continued on page 68)

AUDIENCE

WELL planned and intensive promotion has paid off for uhf ch. 17 KGTV (TV) Des Moines, Iowa.

In three months, publicity, advertising, promotion and merchandising drum-beating rocketed uhf conversions from zero to close to 50,000 receivers able to look in on the Des Moines station. That's 40% of the 126,254 television sets in the station's market.

And, at the same rate, the merry month of May should see more than 80,000 sets converted for uhf reception, Assistant General Manager J. W. Bartikoski estimates.

KGTV, owned by the Morgan Murphy-Walter C. Bridges interests, began operating Nov. 15, 1953—the first Des Moines-only tv station. The Iowa capital, for three previous years, was served by WOI-TV Ames, 30 miles north. WOI-TV, on vhf ch. 5, is owned by Iowa State College, and operates semi-commercially (i.e., it carries commercial network programs and sells time to national spot accounts). It does not carry local commercials.

Conversion Pattern

Three weeks after KGTV began operating, a Drake U. survey found 18% of Des Moines sets able to receive the ch. 17 signals. Four weeks after its commencement, the *Des Moines Register* and *Tribune* found 21% of the markets' tv owners converted for uhf. And, two months after KGTV began on the air programs, American Research Bureau estimated 27% of the Des Moines sets had been modified for the ch. 17 signals. Early in February, Drake U. again interviewed Des Moines residents, found that 39% had converted.

How did KGTV do it?

Well, granted it was the first Des Moines tv station—or the second in the area—and granted that most viewers want a choice of programs and may be willing to invest a substantial sum to have that choice, nevertheless a station has got to live it up to reach the number of conversions that KGTV has by now, virtually 50%.

KGTV left no stone unturned. The *Des Moines Register* and *Tribune*, with well over half-a-million circulation, carried 118,000 lines of display advertising.

Movie trailers were shown in five of Des

(Continued on page 68)

TO UHF'S PROBLEMS

SIGNAL STRENGTH

IT may be a hangover from the early uhf days, when most calculations were theoretical, but there's still a widespread opinion that uhf covers seven or eight miles and then—like old soldiers—just fades away.

Nothing could be further from the truth.

Uhf stations, even with 1 kw transmitters, can apparently reach out a considerable distance. Certainly far enough to cover the principal city and its environs plus a good chunk of the trading area.

Of course, it all depends on the terrain. It's still a truism in uhf that the rougher the country the more difficult it is to get ch. 14 to 83 signals much beyond the first mountain range. But in fairly level areas, some good results have been seen.

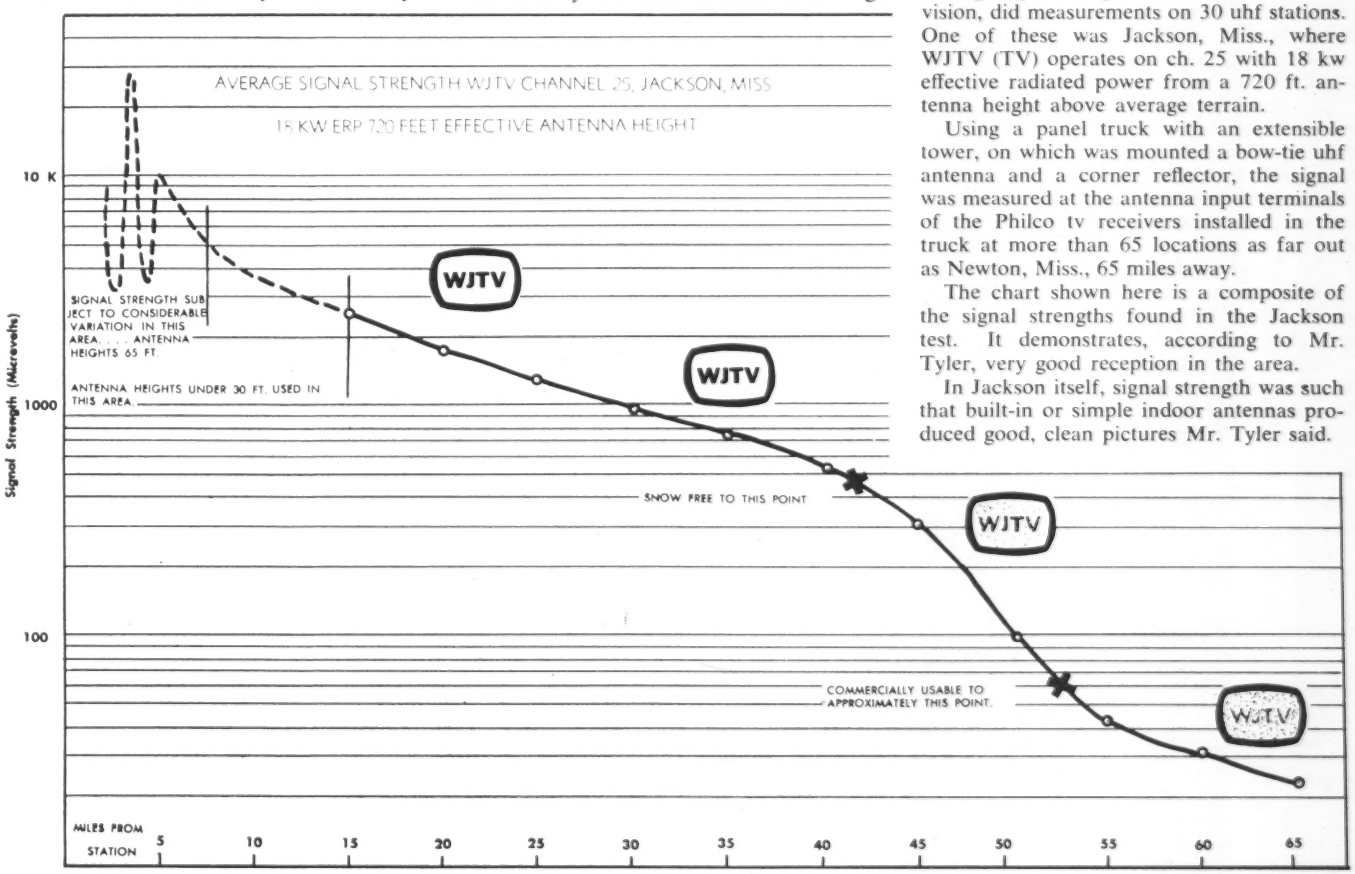
Take Jackson, Miss., for example. The terrain of that south-central Mississippi city is fairly even.

Last year, a Philco Corp. test crew, under the leadership of J. K. Tyler, assistant manager, product performance, tv-radio division, did measurements on 30 uhf stations. One of these was Jackson, Miss., where WJTV (TV) operates on ch. 25 with 18 kw effective radiated power from a 720 ft. antenna height above average terrain.

Using a panel truck with an extensible tower, on which was mounted a bow-tie uhf antenna and a corner reflector, the signal was measured at the antenna input terminals of the Philco tv receivers installed in the truck at more than 65 locations as far out as Newton, Miss., 65 miles away.

The chart shown here is a composite of the signal strengths found in the Jackson test. It demonstrates, according to Mr. Tyler, very good reception in the area.

In Jackson itself, signal strength was such that built-in or simple indoor antennas produced good, clean pictures Mr. Tyler said.



A Tribute To Radio

THE POWERFUL force of radio, which manifests itself daily in innumerable ways, has played a major but slightly publicized role in the lives of Americans who are blind. Stressing the importance of the medium in the living habits of those deprived of sight was a letter received at B•T headquarters last week from Robert Boston, public relations director of Pennsylvania Working Home for Blind Men, Philadelphia. It is emphatic in its praise of the industry.

In his letter, Mr. Boston points out that in addition to providing entertainment, information and relaxation for the blind, radio "is also responsible for the way of life now being lived by the blind." It was radio, he explains, that put an end to a cottage community plan which went into operation several years ago that would have segregated the blind so that reading sessions —for which radio has been a substitute— might be more easily executed.

Mr. Boston's personal thanks to broadcasters follows:

PENNSYLVANIA WORKING HOME
FOR BLIND MEN
36th St. and Lancaster Ave.
Philadelphia 4, Pa.

March 13, 1954

Editor:

All of us who are interested in the well-being of the blind owe a very large debt to the men and women of the broadcasting industry.

This Working Home has just celebrated its 80th anniversary as the oldest organization of its kind in America and we have enjoyed more public mention this year than in all the previous eighty years. I wonder if we might use your letter columns to pass on our grateful appreciation to all the folks in radio and television who made Philadelphians aware of the Working Home.

I suppose very few people realize just what a powerful force radio is and has been in the lives of the blind. It is their theater, newspaper, opera house, magazine, concert hall and schoolroom all in one. But radio is also responsible for the way of life now being lived by the blind. About thirty years ago a movement began to move the blind away from the hazards and confusion of the city and into suburban communities. Planners visualized a cottage community surrounding a central factory for the blind and occupied exclusively by the blind and their families. One or two such places were actually built.

Now thirty and forty years ago, all organizations for the blind maintained reading sessions. Every evening staff members or sighted volunteers read to the blind assembled in a group. The daily papers were read from cover to cover and so were many magazines not then available in Braille. The introduction of radio put an immediate stop to the reading sessions but it also stopped the "cottage-industry" idea dead in its tracks. When radio ended the need for them the blind put up such a squawk about moving from the city that the cottage theory died and was never revived. Today we know that it is much better for sightless people to mingle with the seeing and live where they want to.

I realize that none of this is news of major importance but it gives all of us more than one reason to say, "Thanks to all of you."

Sincerely yours,
Robert Boston
Public Relations Director

UHF POWER

(Continued from page 66)

transmitters, according to H. E. Taylor Jr., manager, television transmitter division.

"Our next step in power will also include an Eimac Klystron," Mr. Taylor said. "It is my belief that the 50 kw will also use a Klystron for the reason that Klystrons appear to become more efficient as the power ratings increase."

Federal uses a GE-6183 as the final amplifier tube in its 1 kw unit and the Eimac 3K50,000 in its 50 kw amplifier, R. G. Bach, of FTL reported.

Other Developments May Help

That's about the story on higher transmitter powers. There are, of course, a number of developments aside from transmitters that may help boost radiation—some of them involving FCC action (like directionalized antennas). Antennas with gains up to 40 are feasible in certain circumstances, and would bring maximum 1,000 kw radiated power to accomplishment much sooner than is possible developing 50 kw transmitter power.

Hope that improvements in the efficiency of transmission lines and antennas might hurry maximum uhf power along was dashed by responsible manufacturers.

"Waveguide provides some increase in efficiency but there does not appear to be any likelihood that the efficiency of transmission lines will be improved by a large factor," RCA's Mr. Hopkins said. "Note that even if transmission line loss was completely eliminated it would not contribute greatly to the problem of getting high power. Insofar as antenna gain is concerned, it is possible to build antennas with higher gain if these are required.

"Directionalization also offers some possibilities for unusually-shaped service areas. Cardioid or bi-directional patterns may be used to give gains of the order of 40 to 1 in the maximum signal direction. This, however, does not increase the average ERP, and will be useful only in those cases where power is not needed equally in all directions."

Nor does GE see much hope in this direction. Mr. Yeandle said: "We do not foresee any increased efficiency possibilities as applied to transmission lines which would allow maximum radiated output until the 60 kw tube is available. This gain of 60 kw is based on achieving a maximum ERP of 1,000 kw with a 20-gain antenna with adequate allowance for transmission line and diplexer losses. The use of the higher gain antennas involves additional risk and expense of providing the close-in coverage at high elevations."

DuMont's Mr. Taylor was equally pessimistic: "There may be some slight increase in the efficiencies of uhf transmission lines," he wrote, "however, I doubt the efficiencies of the antennas can be increased materially without having adverse effect on the transmission itself (narrow beaming)."

Federal's Mr. Bach expressed his sentiments in this way: "We are of the opinion that the higher gain antennas with ability to handle more power plus amplifiers built around higher power Klystrons which are currently under development will enable broadcasters to reach 1,000 kw ERP within the next two years."

UHF AUDIENCE

(Continued from page 67)

Moines' leading theatres, each getting 14 showing per day.

Bumper strips were carried by the 100 cabs of the Yellow Cab Co.

In conjunction with the Des Moines Tv Servicemen's Assn. and independent servicemen, KGTV furnished window displays, window streamers, point-of-sale merchandising, auto bumper strips and radio announcements.

The techniques are important, but what did KGTV sell? It sold Walter Winchell and John Daly. It offered Saturday night boxing and wrestling from Chicago. It offered the Roller Derby and professional football. It called attention to the *U. S. Steel Hour* and the *Motorola Tv Hour*. It promoted *Liberace, Amos 'n' Andy* and kid shows. It stressed the ABC, CBS and DuMont network programs.

And it called attention to its local live programs, including news and weather reports.

Proof of Performance High

"Proof of performance to local and national advertisers has been remarkably high," Mr. Bartikoski said recently. "Much of this is due to the fact that the market has never before had local, live commercials or local television advertising of any type. Response on mail pull programs has been outstanding and all advertisers have enthusiastically renewed their contracts with us. Complete production facilities, including sound-on-film motion picture cameras, a complete art department, experienced personnel in all departments, technical, administrative and sales, have all been instrumental in the success of KGTV."

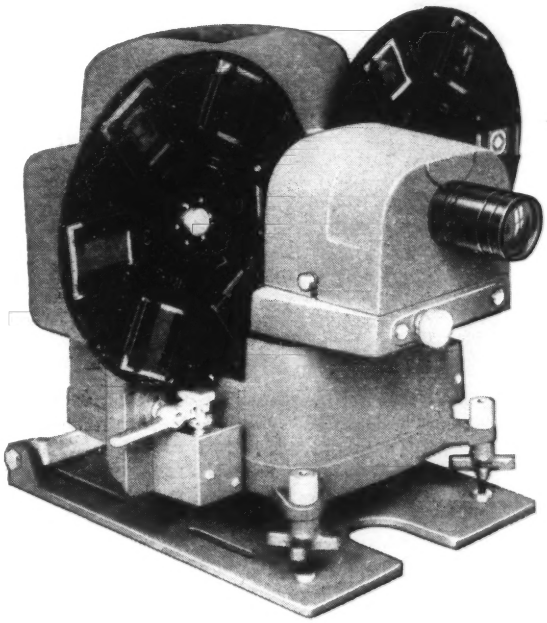
According to Mr. Bartikoski, KGTV, operating with a 1 kw transmitter and radiating 18.2 kw from a 475-ft. antenna, covers a 60 mile radius around Des Moines—including in its Grade A and B service areas such large communities as Ames, Marshalltown, Newton, Indianola and Boone. Population of KGTV's coverage area is 631,600, with a buying income of $844,-286,219, the station claims.

Next month, KGTV gets another vhf competitor—WHO-TV on ch. 13. Its target date is April.

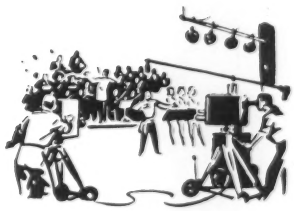
NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....



for TV commercials



Precision Projection

BETTER Commercials at LOWER COST

Yes . . . **now** you can use better 2" x 2" transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

Complete Projection System

The New Gray 3B Telojector (2" x 2" Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

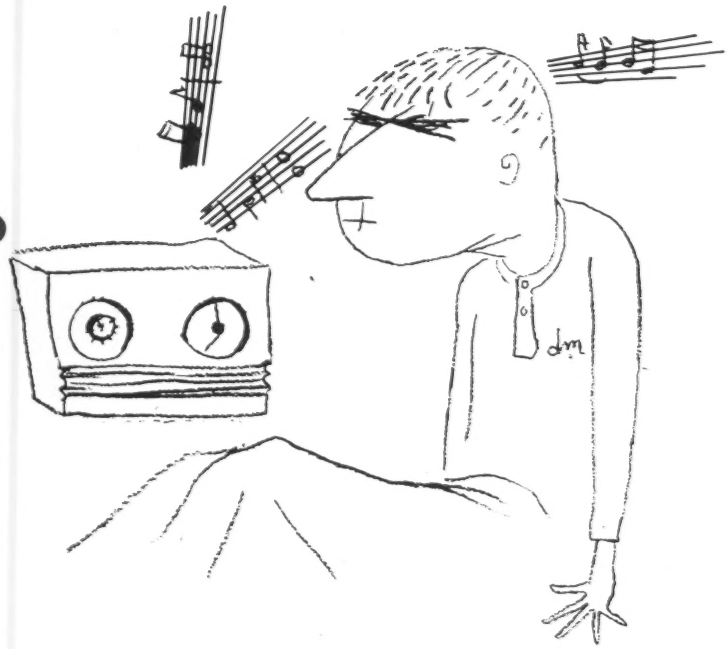
YOU ARE INVITED:

See the NEW, SINGLE lens Gray Telojector and complete line of TV—Broadcasting Equipment at Booth 297, I.R.E. Show, March 22nd–25th, Kingsbridge Armory, New York. If unable to visit I.R.E. Show write for illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon Audograph

is early morning radio overrated?



by Robert F. Davis

THE 7-8 a.m. time slot is rare ribs of beef to one advertiser, but overcooked hash to another. Too few advertisers recognize the difference; most are not aware that roast beef is served later in the day—choicer cuts, too! Not that 7-8 a.m. isn't important time. It is. It hits a family audience. It delivers the hard-to-reach male. It serves as the initial advertising impression of the day. To many advertisers it's good radio.

But let's not overrate the period, for it contains obvious disadvantages. Isn't it foolish to seek this period, now oversaturated with commercials, if another time equally suits your needs? Why dilute the impact of your commercial when, nine times out of ten, you can get just as high a rating, or higher, later in the day? In some periods you may sacrifice a higher listeners per set figure, but that's easily offset by greater *impact* you make with each commercial. For a refreshing change, count *impact*, instead of listeners per dollar.

A recent monitor of four network stations in a big southern market listed products ranging from tv sets and soap to furniture and movies in the 7-8 a.m. period. Both the national and local advertiser were guilty, not aware of the bigger rewards waiting in a different time slot. A later in the day participation would increase their chances for greater overall reach. Weekly and monthly audience turnover is much higher for a late morning or afternoon disc show than the turnover pattern for a fixed Monday-Friday position at 7-8 a.m. Just as our early morning habits don't vary from Monday to Friday, so, too, are our listening habits remain static. This is not true at a later hour.

You have only to look at the scores of national spot accounts (or local advertisers) who have written fine success stories outside of the early morning segment. Or take the lead of the network advertiser. Of course, station option time precludes his entry into the 7-8 a.m. slot. But that doesn't block his success. He's doing fine. He makes a *friend* of the housewife, when she's relaxing or doing household chores. With a Monday-Friday strip, he visits her two or three times weekly, and his unduplicated audience doubles within a week, grows four-fold in a month. A 5.0% rating means 10.0% of all homes in a week, 20% in a month. The spot advertiser's reward is even greater. Participating in a musical block, his unduplicated reach swells enormously. On many stations, a 5.0% rating turns into a 15.0% weekly, a 30% or 35% monthly. And a scattered schedule, timed to hit different prospects at different hours of the day, will really snowball audience for you.

What About the Male Audience?

What about the advertiser who doesn't want the housewife, whose product dictates a male audience—shaving gear, cigars, automotive products? Mid-morning or early afternoon are hash to him. But nothing is wrong with late afternoon or early evening, when kids dominate the tv scene. And don't sell late evening short. Late hour news is still a radio stronghold; give him something to sleep on! Just one proviso is needed: A station that programs to the male. That doesn't necessarily mean sandwiched between a sports show and newscast. You can be in a musical segment, and if the station is heavy on news and sports, you can be pretty sure you've got a better than average male audience. And this formula lets you reach the hard to get, working housewife, too.

Most buyers and their clients shun evening, yet much evidence points to radio's still healthy nighttime role. You've seen the audience data that broadcasters and ad men have gleaned from recent Pulse and Nielsen reports. Tune-in is either up or maintaining a steady position. Tv homes are renewing their acquaintance with radio. There's no lull in after-dark radio and it compares well with the sunlit hours. Politz is a brand new witness, giving us a fresh perspective of radio's size. And in pace with the researchers—in fact a few lengths ahead—is the astonishing radio set sales for 1953. Yes, radio is alive at *many* hours of the day.

But how about *Hooper?* We've been crying for years about his shrinkage of the radio audience, particularly nighttime. All right, lets focus upon Hooper, for not infrequently you'll find quite attractive Hooperatings in late afternoon or evening time, ready for your sales messages. In one of our markets, we have a 4.4 Hooper at 6 p.m. (on a one rate, day or night station), yet for some strange reason the buyer prefers a 2.2 at 7:30 a.m. In another, a 5.0 Hooper at 5:30 p.m. is by-passed for a 3.1 at 7 a.m. On still another station, 6:30 p.m. doubles the 7:30 a.m. audience and, of course, the morning segment is SRO. If you look for ratings like these, you'll find them in almost any market.

Hooper doesn't survey late evening radio, but leaf through any Pulse report and witness some outstanding late hour buys. (Remember, most stations set a "B" or "C" rate at 10:30 p.m. or 11 p.m.) Charting 10:30-11:30 p.m. with 7-8 a.m. on three of our stations, here's what we found. On the first station, the evening segment pulls 20% *higher* ratings, on the second 33% higher, on the third a 50% bonus awaits the advertiser. And those are not baseball or basket-

you can

SEE

the

difference!

In 1928 there were four television sets in the Schenectady area that were able to receive this first dramatic program, "The Queen's Messenger," from the General Electric Company's experimental television station. Today 356,000 receivers in the 14,000 square miles that WRGB covers, tune regularly to the full-time programming of WRGB. The vast area of Northeastern New York and Western New England now sees the difference made by 26 years experience in television. Take a closer look with your NBC Spot Sales Representative. See the difference WRGB can make for you.

First General Electric television drama in the mechanical scanning days of 1928.

The regularly scheduled "Susan Kaye Cooking Show" in the WRGB studios of 1954.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales

New York • Cleveland • Chicago • Detroit

Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

ball ratings, but music, news and sportscast sequences, the type programming buyers seek in the 7-8 a.m. period. You're missing a great big bet by ignoring nighttime. Prejudice will handicap anyone's success, a successfully placed advertising campaign included.

And don't discount out of home. Exposure to your commercials registers equal effect, whether you hit the man behind the wheel or the guy relaxed in his favorite chair. On the road, he can fill-up with your gas, light up your cigar, or stop to buy your shaving cream. And he'll be quicker to take these detours in late afternoon or evening than while driving *to* work.

Spot radio is elastic. It can accomplish whatever you wish. Don't be afraid to test the play that spot allows, and you'll get far more out of your campaign. The nation's shrewdest advertisers expect and accomplish a particular job through each medium they use. How do they do it? They only expect to accomplish what the medium is best geared for, cashing-in on each medium's peculiar advantages. No one medium does the whole job; one complements the other. Sure, certain elements of your market center the bulk of their radio tune-in at 7-8 a.m., but you probably reach them via other media, or, as mentioned above, can deliver them later in the radio day. You sacrifice media efficiency and advertising effect by ignoring other equally juicy periods.

Radio offers the advertiser impact. And impact turns into sales. Seek impact first, making certain that each media buy delivers maximum impact at a profitable cost. Radio fits the bill at almost any hour of the day. Then worry about balance. If the 7-8 a.m. period is the precise balance needed, well, then, the line forms at the right!

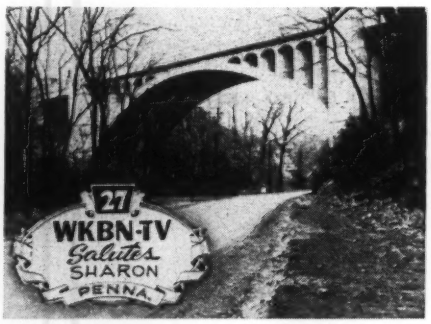
about the author—

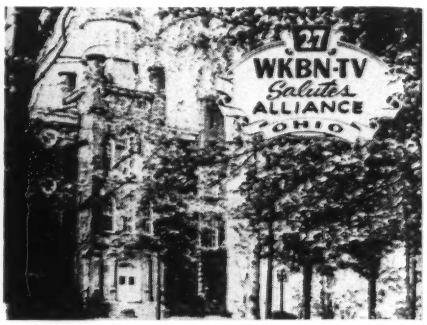
Robert F. Davis heads research and promotion activities for the am division of Headley-Reed Co., radio and television station representatives. Formerly a presentation writer at Mutual, he joined Headley-Reed in October 1952. He holds a B.A. degree in Statistics from New York U., where he was elected to two honor societies. He is a veteran of LST service with the Coast Guard in the Pacific during World War II; is 28, married, and a resident of Yonkers.

MR. DAVIS

A Pause for Station Identification

HERE are additional examples of the various ways a station may use its IDs to promote itself, its location or the communities it serves. Stations are invited to submit their IDs for publication in this series. The editors reserve the right to use only those they believe to have merit.





All IDs at WKBN (TV) Youngstown, Ohio, feature landmarks in the various communities which it serves. A famous bridge in Sharon, Pa. (top l) is used to salute that community. Since Warren, Ohio, is the county seat for Trumbull County, a picture of the county court house (bottom l) is shown in the Warren ID. A shot of Mount Union College, Alliance, Ohio (top r), was chosen to represent that city while a photograph of the Poland, Ohio, colonial style fire department (bottom r) on which the city prides itself, was selected for Poland.

WOC-TV Davenport, Iowa, works a location-industry tie-in (l) with this sample ID. The skyline is Davenport; the river, the Mississippi. It points up a station slogan, "Davenport, Iowa—The Industrial Heart of the Rich Mississippi Valley."

A cloud background is used consistently by KNXT (TV) Los Angeles, on all IDs. Although the text may vary, the effect remains the same as these two samples indicate.

wpen

"the station of personalities"

takes extreme pleasure
in announcing the appointment of

Murray Arnold

as Assistant Station Manager

Everyone associated with successful programming knows Murray.

One of the strongest voices in Philadelphia radio operations, Murray Arnold is recognized throughout the country for his keen insight of music, his aggressive sales programming and his air-merchandising ability.

As a member of the WPEN family he's certain to make your buy of WPEN more productive than ever.

Wm. B. Caskey
General Manager

wpen

"the station of personalities"

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

Advertisers

Thomas H. Hough, in charge of product advertising, Phenix Foods Co., Kraft subsidiary, appointed institutional products advertising manager, Kraft Foods Co.

Wesley F. Goodell, Western div. sales manager, Carnation Co., L. A., to Maier Brewing Co., same city, as general sales manager.

Norman J. Krieg, advertising manager, Kroger Co., Fort Wayne, Ind., named advertising and sales promotion manager, Wine Growers Guild, Lodi, Calif. (Guild wines, brandies).

Agencies

George H. Gribbin, vice president, Young & Rubicam Inc., N. Y., appointed copy director of that agency. He will be in charge of all copy for radio-tv and publication advertising.

Emil Reisman elected vice president of Beckman, Hamilton & Associates, L. A., succeeding James E. Hamilton who relinquishes active interest in agency. **Milton J. Beckman** remains president and board chairman. Other officers are **Charles Groman,** secretary and **Ruth Beckman,** treasurer.

Charles L. Saunders, president, and Donald K. Colvin, director, Saunders, Shrout & Assoc., Chicago, elected board chairman and president, respectively.

Frederick M. Ford, account executive and member of planning group, Ingalls-Miniter Co., Boston, elected vice president.

William Gillen, account supervisor, BBDO Chicago, elected a vice president.

Charles Range, formerly control operations director, NBC-TV Washington, appointed account executive, Washington office of Courtland D. Ferguson Inc.

Byron H. Collins Jr., formerly with Biow Co., N. Y., named account executive, Compton Adv., same city.

Walter A. Lawrence, formerly with J. Walter Thompson Co., N. Y., to Fuller & Smith & Ross, N. Y., as account supervisor. **Charles E .Huwen,** sales promotion manager, Borg-Warner Corp., to Fuller & Smith & Ross Inc., Cleve., as account executive.

Dale Mehrhoff appointed assistant account executive, Russel M. Seeds Co., Chicago.

Winston Norman named manager of Gene K. Walker Co., S .F.

Paul E. Rowe, account executive, Ward Wheelock, Phila., to N. W. Ayer & Son, same city; **Frank P. Buck,** William Esty Co., and **Anna-Lou Van Buren,** Kenyon & Eckhardt, to radio-tv dept., Ayer New York offices, as copywriters.

Robert P. Zirbel, formerly advertising manager, *Cherokee* (Iowa) *Daily Times,* appointed account executive, W. D. Lyon Co., Cedar Rapids.

Heinzdieter von Schoenermarck, creative director, Vickers & Benson, Toronto, to Blaine-Thompson Co., N. Y., as copy director.

Donald H. Stone, copy department, promoted to group copy supervisor, Hicks & Greist, New York.

William L. Bateman Jr., copy chief, Barker Bros. Corp., L. A., to Elwood J. Robinson Advertising, same city, as copy supervisor.

James McKibben, technical editor, Hughes Aircraft Co., Culver City, Calif., to Milton Weinberg Adv. Co., L. A., as copy writer.

Harriet Leighton Esposito, formerly advertising manager, Magicolor Co., Chicago, to Phil Gordon Agency, same city, in copy and contact capacity.

Joseph E. Walsh, executive, Roberts Engraving & Litho Plate Co., L. A., to L. J. Swain Adv., Whittier, Calif., as account assistant and production manager.

Harmon O. Nelson, former program director, KNBH (TV) Hollywood, and **Henry Hinke,** internal audit and control director, Mendelsohu & McCarthy Inc., Long Beach, Calif., to Stromberger, LaVene, McKenzie Advertising, L. A., as radio-tv director and business manager, respectively.

Leonard J. Rofheart, formerly with William Douglas McAdams, to David D. Polon Adv., N. Y., as production manager.

Kenneth E. Black, art director, General Controls, Glendale, Calif., to Western Adv. Agency, L. A., in same capacity.

Harold Kirsch, formerly sales manager, WTVI (TV) Belleville, Ill. (St. Louis), and previously operator of Harold Kirsch Adv. Co., St. Louis, consolidates agency operation with Leader Specialty Co., Miami Beach, Fla.

Wallace Clark, formerly head of his own sales consulting firm, named head of newly formed sales support div., Sydney Garfield & Associates, S. F.

Roy A. Meredith named director of radio and tv, New York office, Grant Adv. Inc.

Sanford D. Buchsbaum, *This Week* magazine, N. Y., to Kieswetter, Baker, Hagedorn & Smith Adv., N. Y., in an executive and creative capacity.

June Kirkpatrick and **Betty Wesson,** secretaries, Erwin, Wasey & Co., L. A., promoted to assistant time buyer and space buyer respectively.

Robert Guggenheim, west coast representative, William H. Weintraub & Co., named second vice chairman of board of directors, Multiple Sclerosis Society of Southern California.

Stations

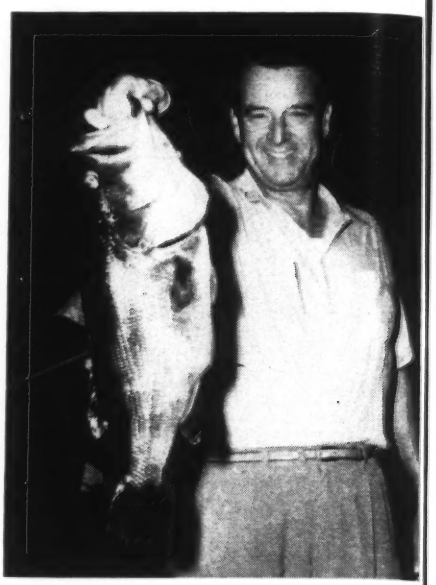
Eugene P. Weil, formerly general manager, WJRD Tuscaloosa, Ala., appointed sales manager, WBCO Birmingham.

MR. EDHOLM

W. O. Edholm, vice president - general sales manager, KFMB-AM-TV San Diego, appointed commercial manager, KJEO - TV Fresno.

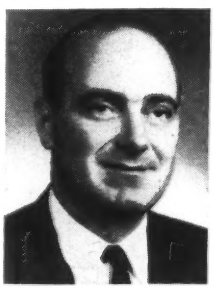
Paul E. Millen, sales manager, National Sales Co., Boone, Iowa, to national sales staff of Lee Broadcasting Inc.: KHOA-TV Hannibal, Mo., WTAD Quincy, Ill. and KGLO-AM-TV Mason City, Iowa.

Gene Grant, owner-operator of station representative firm, L. A. and S. F., and **Robert C. Merrifield,** program director, KCOK-TV (now KVVG-TV) Tulare, Calif., to KBID-TV Fresno, Calif., as sales manager and news editor, respectively.



TULLY BRADY, general manager of WJMB Brookhaven, Miss., was a winner in *Field & Stream's* 1953 annual fishing contest with this 11 lb., 3 oz. largemouth bass which he caught with a Creek Chub Darter lure in Vernon's Lake, Miss.

Hank Schaefer, sales service coordinator, KNXT (TV) Hollywood, named account executive.



MR. STALNAKER

Howard L. Stalnaker, formerly assistant to Payson Hall, radio-tv director, Meredith Publishing Co., Des Moines, appointed commercial manager, KPHO Phoenix, Ariz.

Robert N. Hillock, sales staff, KCCC-TV Sacramento, to sales staff, KDYL-TV Salt Lake City, as account executive.

Seymour C. Andrews, formerly account executive, KLAC-TV Hollywood (now KCOP (TV)) to KLAC that city, in same capacity.

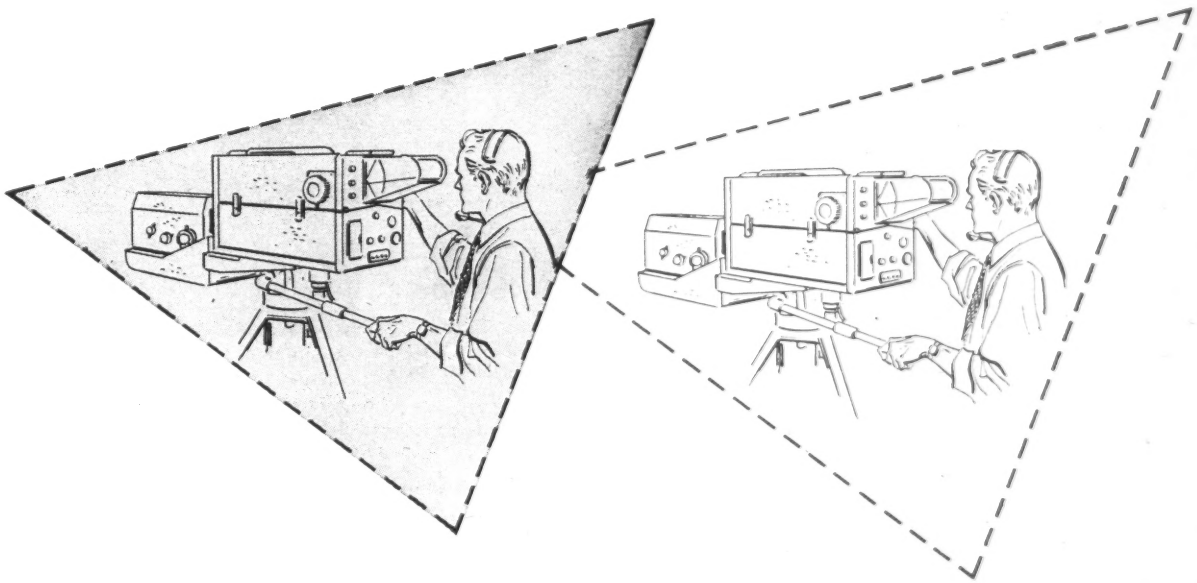
Ralph H. Davison Jr., local sales manager, and **Larry Stevens,** account executive, KGMB-TV Honolulu, T. H., appointed sales manager and local sales manager, respectively.

Frank Coffin, sales staff, KOIN-TV Portland, Ore., promoted to local sales manager.

Robert Perez, account executive, Gore Bros., Los Angeles engraving firm, and one-time sales service supervisor, CBS Radio Hollywood, to KNXT (TV) Hollywood, as sales service coordinator.

Jack Molina, former sales manager, KBLA Burbank, Calif., to KGFJ Hollywood, as local account executive.

Aurele Pelletier, commercial manager, CHRC



TURN YOUR CAMERA into TWINS...

with the GPL VARI-FOCAL LENS

Maximum resolution
Greatest range
Fastest speed
Color corrected for color television

One camera and a GPL vari-focal lens equals the work of two or more chains . . . at only the cost of a lens. One camera can handle an entire show, for the lens has a 10:1 change in focal length in two 5:1 steps—from 3 to 15 inches and 6 to 30. One camera can be used in studio or field with either range. Interchangeable back elements provide quick shift of two ranges.

Fully color-corrected, this lens has perfect overall focus at f/5.6 or higher numbers, in 3-15 range. Flat field over entire range. Motor driven lens is operated from camera or control room.

The GPL Vari-Focal Lens is adaptable to image orthicon cameras of all types.

Now in network use, this lens offers station operators new scope in camera work—new economy in making twins of any camera.

Write, wire or phone for full optical and mechanical specifications.

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

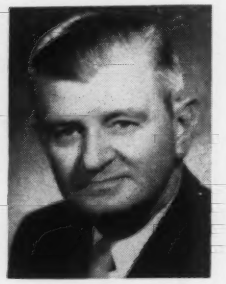
Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters

Quebec, appointed assistant manager in addition to present duties.

Robert E. Chapman, commercial manager, WKY Oklahoma City, appointed director of radio operations. He retains title of commercial manager for WKY Radiophone Co., owner of station.



MR. CHAPMAN

Tom Belcher, formerly sales manager, KGWA Enid, Okla., appointed sales representative, KGEO-TV same city.

William S. Gordon, Washington special representative, Western Newspapers Union, to sales staff, WIBC Indianapolis.

Peter S. Good, floor manager, WWJ-TV Detroit, named producer-director that station.

W. Robert Rich, assistant program manager and business manager WPIX (TV) New York, appointed program manager succeeding **Louis B. Ames,** who resigned [B•T, March 15].

Fred Heywood, director of program promotion and publicity, WCCO Minneapolis-St. Paul, appointed director of public relations and publicity, KMOX St. Louis.

Bill Terry, m.c. of *Today's Top Ten* over KGBS San Antonio, promoted to program director.

John Baade, merchandising manager, WOAI-AM-TV San Antonio, assigned to sales staff WOAI-TV. **Wayne Crockett** named assistant in promotion - publicity dept, same station.

Bob Swartz, staff announcer, KHQ Spokane, promoted to program director.

MR. TERRY

Ken James, producer-sports announcer, WOW-TV Omaha, named assistant program director, newly-created post.

Ted Work, disc m.c., WISP Kinston, N. C., to WBRO Waynesboro, Ga., as program and sports director.

Paul Martin, general manager, WCCC Hartford, Conn., appointed assistant program director, WIP Philadelphia.

Helen Parrish, hostess, KNBH (TV) Hollywood's *This Is Your Music,* adds duties as women's editor of KNXT (TV) Hollywood's *Panorama Pacific.*

Frank d'Emilio named sports director and sales representative, WAKU Latrobe, Pa.

Byron Williams, announcer, WAJR Morgantown, W. Va., named chief announcer, WTRF-TV Wheeling, succeeding Bob Carr, who becomes producer-director.

Charley Packard, staff announcer, KSTM-TV St. Louis, promoted to sports director.

Bud Campbell, sportscaster, WIND Chicago, named sports director, KARK-AM-TV Little Rock, Ark., which begins operation about April 1.

Al Cassady, producer-announcer, WLOK-TV Lima, Ohio, to announcing staff, KMLB Monroe, La.

George Raymond, announcer, CKFH Toronto, to news and sports announcer, CKCO-TV Kitchener.

John C. Wheeler, announcer, WJIM-AM-TV Lansing, Mich., to WKHM Jackson, Mich., as news director. **Art Burnham,** disc m.c., WKHM to WWSO Springfield, Ohio, as station manager. **Allen Michaels,** disc m.c., WKHM to WWSO, in same capacity.

Ron Jenkins, formerly traffic manager, WSOC Charlotte, N. C., returns to job after long illness.

Bill Shela, KJR Seattle, to KOL same city, as disc m.c. and staff announcer.

Sybil Chism (Mrs. Harold Bock) named organist on the five weekly half-hour *Al Pearce Show* on KCOP (TV) Hollywood, starting today (March 22).

Tony Bryant, KNPT Newport, Ore., and **Bill Ness,** KMCM McMinnville, Ore., to KPTV (TV) Portland.

Robert D. Thomas, sales director, WBNS-TV Columbus, Ohio, discussed "Selling Television" as guest speaker for Ohio Select List Ad Clinic, March 13.

Lee Graham, of WABD (TV) New York's *Letter to Lee Graham* program, author of a book, *If You Are a Woman.* Mrs. Graham also is co-author of *Your Way to Popularity and Personal Power.*

George Baron, general manager, KOWL Santa Monica, will discuss the "Hidden Gold Mine" market of Southern California at Hollywood Ad Club meeting today (March 22).

Jack Steck, executive program director, WFIL-TV Philadelphia, will be presented with the Distinguished Service Certificate, highest non-veteran award of the American Legion, "in recognition of his unique and dynamic use of radio and tv to instill in the young people of America an understanding of the full responsibilities of citizenship."

Bob Weaver, staff announcer, WTVJ (TV) Miami, father of girl, Harriet Sindler, March 10. **Joe Mallah,** accountant, WTVJ (TV), father of girl, Karen Beth, March 13.

Ed Cotter, sales service manager, WBBM Chicago, father of boy, Thomas, March 5.

Mark Scott, sports director, KFWB Hollywood, father of boy, Douglas Henry, March 12.

Edward Belford, merchandising director, KNBH (TV) Hollywood *Commander Comet* and *Tex Williams Show,* father of girl, Judy Lynn, March 10.

John Thompson, program manager, KNBC San Francisco, father of boy, Kirby, March 3.

Frank Evans, disc m.c., KHJ Hollywood, father of boy, Lance, March 9.

Networks

Richard Wesson, head of ABC Radio Hollywood mailroom, promoted to staff announcer.

Ted Cott, operating vice president in charge of NBC Radio, will be coordinator of United Cerebral Palsy's participation in opening night performance of Ringling Bros.' Barnum and Bailey Circus at Madison Square Garden on March 31, and will be responsible for integration of radio, tv, stage and screen personalities into program on opening night.

MORE than 250 community leaders at the annual dinner of the Columbia, Mo., Chamber of Commerce heard talks on television. At the dinner were (l to r) Frank Pellegrin, vice president, H-R Television Inc., who told guests tv "is here to stay"; Dr. Edward C. Lambert, U. of Missouri director of television; Stockton Helffrich, NBC manager of continuity acceptance, who spoke on family audience requirements, and George J. Kapel, manager of the university's KOMU-TV.

Jack Benny, CBS-AM-TV star, to receive annual Heart of Gold Award from Mt. Sinai Men's Club, L. A., presented to "the outstanding individual in the realm of entertainment who has accomplished the most good on behalf of his fellow human beings."

Irwin Rosten, manager of news and public affairs, DuMont Network, will resign effective March 19. He plans a month vacation before announcing future plans.

Frank W. Peers, supervisor of talks and public affairs broadcasts, Canadian Broadcasting Corp., Toronto, is attending Commonwealth Relations Conference at Lahore, Pakistan, March 17-28.

Pat Buttram, featured actor, CBS Radio *Gene Autry Show,* father of daughter, Kathleen Kerry, Mar. 11.

Film

Richard H. Miller, who operated his own publicity firm in New York for two years, appointed public relations director, Television Programs of America, N. Y.

Jack Ryan, radio-tv columnist for *Chicago Daily News,* appointed public relations director, Atlas Film Corp., Oak Park, Ill.

George L. Becker, vice president, Vogue Wright Studios, Chicago, to Gene K. Walker Productions, San Francisco film visual aids firm as manager.

Jack Stafford, senior account executive, KLAC Hollywood, to Ziv Television Programs Inc., as Los Angeles representative.

Harry Keller, formerly contract director, Republic Pictures, North Hollywood, to Screen Gems Inc., Hollywood, as director on "Won-

Outstanding Value

PRESTO SR-II STUDIO CONSOLE TAPE RECORDER

For the first time . . . a precision Presto tape recorder complete with amplifier in studio console cabinet for less than $1000. Here are the facts about this amazing value:

The R-11* Mechanism Here is the smooth operating, sleekly designed tape transport unit that drew engineers acclaim when it was introduced last year. Embodies the exclusive Presto capstan drive unit where pressure pulley and solenoid are mounted on a single sub-assembly for easy maintenance. Capstan and motor are interconnected by a belt. Two torque motors, each including its own brake system (external contracting type) assure smooth, positive action without the usual hazard of tape breakage. If tape does break, an automatic safety switch instantly stops the mechanism.

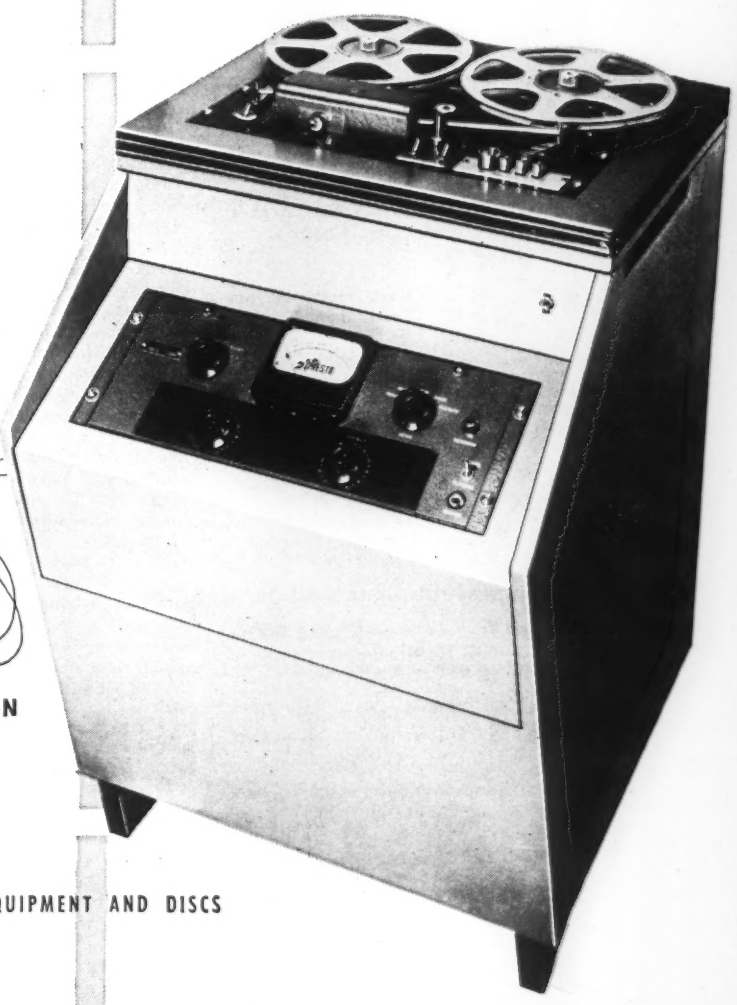
The Amplifier Actually there are two separate chassis for amplification. One contains the recording and reproducing channels. The second is the power supply located at the base of the console. This arrangement reduces noise and keeps operating temperature down.

The Console Cabinet Presto's designers have given particular attention to accessibility of every part of the SR-11. The top panel swings upward on a sturdy hinge to expose the underside of the tape mechanism, while the amplifier opens from the front and turns over on gimbals for access to tubes.

Ask your Presto distributor to order your SR-11 today. You'll never match it in value or performance.

*formerly RC-11

- Three triple shielded magnetic heads
- Frequency response: 50 to 15,000 cps. (15"/sec.)
- 55 db signal to noise ratio (at 2% distortion)
- Flutter: less than .15% (15"/sec.)
- Push button function switches
- Will accommodate reels up to 10½"



$995 COMPLETE with amplifier in console cabinet

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

derful Day for a Wedding" for NBC-TV *Ford Theatre*.

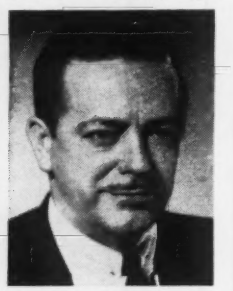
Pat McVey, who for past four years portrayed Steve Wilson on CBS-TV *Big Town*, returns to New York to resume legitimate theatre career. No replacement has been signed by Gross-Krasne Inc.

Manufacturers

T. Kevin Mallen, chairman of the board, Ampex Corp., Redwood City, Calif., on four-week tour of Central and South America to study Latin American markets for firm's line of magnetic recording equipment. **Thomas L. Taggart,** Ampex Corp. comptroller, elected treasurer by board of directors.

William E. Stohldrier, personnel manager, Federal Telecommunication Labs, Nutley, N. J., named director of public relations in charge of publicity and advertising.

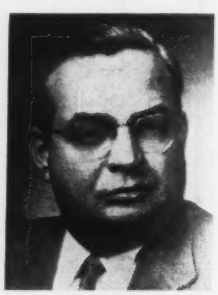
Charles J. Klein, regional sales manager for Motorola Inc., to CBS-Columbia as district manager covering Newark, Philadelphia, Baltimore, Washington, and Roanoke.



MR. PIPPERT

Glenn Pippert, district manager, CBS-Columbia, appointed regional manager, Zenith Radio Corp., headquartered in Cincinnati.

Charles A. Hansen, former sales manager, Jensen Mfg. Co., and past chairman, Assn. of Electronic Parts & Equipment Mfrs., appointed manager, distributor div., Gramer Transformer Corp., Chicago.



MR. HANSEN

Karl Hein Heydemann named maintenance engineer of tv equipment, S. W. Caldwell Ltd., Toronto, tv studio equipment distributor.

Archer Lee Ainsworth, 53, director, Rogers-Majestic Corp., Rogers Electronic Tubes Ltd. and English Electric Co. of Canada Ltd., all Toronto, died at Nassau, Bahamas, March 12.

Representatives

Barnes Compton Jr., sales staff, Crosley Broadcasting Corp., to NBC Spot Sales as tv account executive headquartered in New York.

Neil J. Viil, Ruthrauff & Ryan Inc., N. Y., to New York office of Gill-Perna Inc. as account executive.

Bill Fromm, assistant promotion manager, New York *Journal American*, to NBC Spot Sales as tv promotion supervisor.

Professional Services

Sidney G. Pietzsch, news director, WFAA Dallas, to Witherspoon & Ridings Inc. (public relations), that city, as senior account executive.

EDUC. TV OUTLETS BACKED BY DRIVES

Cincinnati fund campaign nears goal while drives prepare to kick off in San Antonio and Denver.

PROGRESS of public fund drives in various cities for construction of local educational television stations has been reported by the National Citizens Committee for Educational Television, with the Cincinnati campaign nearing its goal and WCET (TV) there planning an early May commencement. Commercial broadcasters are supporting the drives, NCCET said.

Ch. 48 WCET hopes to put a test pattern on the air by mid-April, it was reported, depending on equipment delivery. With only half of the campaign committees reporting, two-thirds of the $150,000 has been obtained, NCCET said. Another $360,000 in equipment and gifts already was pledged by WLWT (TV) Cincinnati and local schools.

James Leonard, former WLWT engineer, has been named chief engineer of WCET, it was announced.

Pittsburgh's educational ch. 13 WQED (TV) expects to raise $200,000 operating funds annually by $2 subscriptions to *Program Previews*, already sold to 70,000 citizens and containing advertising. The ads more than cover cost of production, NCCET said, and were "cleared" with FCC.

Nashville Underway

Nashville has begun a $100,000 drive to support its application for educational ch. 2, with WSIX-TV and WSM-TV airing promotional programs, NCCET stated.

San Antonio is preparing to launch its $150,000 public drive in early May to underwrite its bid for educational ch. 9. Storer's KGBS-TV there has donated an $83,000 transmitter while WOAI-TV has pledged $10,000 a year for five years. Texas State Network granted $25,000.

Denver's $250,000 drive will run May 15-30 to complete financing of educational ch. 6 KRMA-TV there.

Construction of educational ch. 9 KUOW-TV Seattle is underway at Edison Technical High School, NCCET reported, following transfer of donated equipment from KING-TV there. Installation is a class project for advanced students in radio-tv.

Hawaii is organizing community leaders in an advisory council under authority granted by Gov. Samuel Wilder King looking toward establishment of educational stations in the islands, NCCET said. The steering committee is being headed by C. Richard Evans, KGMB-TV Honolulu.

Ralph L. Burgin Jr., formerly program manager for WNBW (TV) Washington, has been appointed program director for North Carolina State College, NCCET reported. He will be in charge of tv programs produced there for the consolidated university system's ch. 4 WUNC-TV Chapel Hill.

OSU's IERT to Stage 'Institute Showcase'

A HIGHLIGHT of Ohio State U.'s 24th annual Institute for Education by Radio-Television April 7-10 at Columbus' Deshler-Hilton Hotel will be an "Institute Showcase," featuring live examples of educational tv programming, I. Keith Tyler, director of the institute, said last week.

Mr. Tyler, director of radio education at OSU, said "Showcase" will be part of the institute's closing general assembly April 10 on "Educational Tv Programming." Special telecasts produced by personnel from several U. S. tv stations will be originated by WBNS-TV Columbus. The "Showcase" section will be presented in cooperation with American Council for Better Broadcasting, holding its first national meeting at the institute.

Special portions of the program have been arranged by Assn. for Education by Radio-Television (April 7), Joint Committee on Educational Television (April 9) and National Assn. of Educational Broadcasters (April 8). NAEB will feature a presentation by Ted Streibert, head of the U. S. Information Agency, on the USIA program including the Voice of America.

At the opening general session April 7 speakers will discuss "Critical Contemporary Broadcasting Problems," including radio's continuing role, the future of uhf television and "where is educational television going?"

WAAT-WATV Cited

WAAT-WATV (TV) Newark's weekly *Junior Town Meeting* simulcast has been selected by the Junior Town Meeting League for a demonstration broadcast at the 1954 Ohio State U. Institute for Education by Radio & Television April 8 at Columbus.

MR. MACDOUGALL

Robert E. Macdougall, WAAT-WATV director of educational programming, said the demonstration will show the IERT session how such a program is prepared, produced and broadcast. Mr. Macdougall, who produces and moderates the show, and Jerry Roberts, announcer and assistant producer, will telecast the show on WTVN (TV) Columbus. The show began on WAAT in 1945 and became a simulcast on WATV in 1951.

Barnard College, NBC Plan Summer Radio-Tv Institute

FOURTH annual Summer Institute of Radio and Television will be held under the joint auspices of Barnard College and NBC in New York June 28-August 6. Application for admission should be made before June 1 to Barnard College, New York 27, N. Y.

The six courses offered by the institute will be taught by NBC and RCA Institutes staff members in the NBC studios in Radio City. Courses are "Technical Operations Orientation," which will be directed by Paul L. Gerhart, director of training, RCA Institutes; "Tv Programming and Producing," William C. Hodapp, NBC-TV producer; "Your Television Career," Michael Dann, NBC television program manager; "The Techniques of Announcing on Radio and Television," Steve White, program manager of WNBC-WNBT (TV) New York; "Film Production for Television," Stanton M. Osgood, NBC manager of film production and theatre television, and "writing for radio and television," Ross Donaldson, NBC supervisor of literary rights and story.

OAK HILL, W. VA. COVERS WHAT?!?

YES, SIR, YOU HEARD RIGHT!—OAK HILL'S WOAY DELIVERS 102,200 DAYTIME FAMILIES!

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME 4-Week Cum. NCS Circ.	4-Week Cum. %*	Weekly NCS Circ.	Weekly %*	Average Day NCS Circ.	Average Day %*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

*=% of Radio Homes in Area

Lots of you radio advertisers may never have even *heard* of Oak Hill, but Oak Hill's WOAY actually is the *second* most-powerful station in West Virginia, and reaches 102,200 daytime families, according to Nielsen!

Also — we would like to point out that you get this audience for a cozy $21.60 per quarter hour (26-time rate)! If you'd like to know more about us, including availabilities, please write direct to Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM

20,000 Watts FM

DIRECTIONAL ANTENNAS CONSIDERED MEANS OF IMPROVING VHF, UHF SERVICE

Use of DA's possibly could add additional vhf assignments, but not enough for nationwide competition; uhf is still needed.

ALTHOUGH there has been little use made of directional antennas in television—contrary to FCC expectations last summer [B•T, Sept. 7, 1953]—opinion continues to grow among Washington consulting engineers and FCC officials that directionals should be given closer consideration to improve both vhf and uhf service.

Inquiry by B•T discloses the engineers feel DAs should be studied as a technique to (1) improve service to people and places in special cases, both vhf and uhf; (2) aid uhf in its uphill coverage fight with vhf, aside from the uhf minimum power boost proposal issued by the Commission (separate story page 50), and (3) allow reasonable modification of vhf allocations to add new vhf channels in logical situations.

A directional antenna allows a station at the edge of town to throw its principal beam over the population concentration, like Fresno, Calif.'s uhf ch. 24 KMJ-TV, ch. 47 KJEO-TV and ch. 53 KBID-TV or San Francisco's vhf ch. 4 KRON-TV. Or, like uhf ch. 17 WITV (TV) Ft. Lauderdale, Fla., a "peanut pattern" can be used to extend service to population areas on a coastline above and below a station while conserving signal over the ocean and less populated interior.

Particularly for uhf, the consensus is that a directional antenna could be used now as a coverage substitute for higher power that is not available transmitter-wise. Again, when higher-power uhf equipment is available, the directional could be used instead for a more economical operation.

Use of a directional at any time, according to the experts, depends on local geography, population concentration and available transmitter site.

At present there are only about 10 tv stations (9 uhf, 1 vhf) using some form of directional antenna. There are no more than one or two applications pending for such operation, FCC sources indicated last week.

FCC officials are reluctant to discuss the possibility of attempting to gain new station assignments by breaking down the present vhf allocation plan with directional antennas. The Commission, however, has expressed open-mindedness to any practical technique to improve existing tv service, vhf or uhf, including use of directionals.

The Commission has stood firm on the final allocation plan and would not be willing to consider major changes, it is indicated, unless the gains would be very great.

Recalling the unhappy episode of the television freeze, which was imposed for 3½ years while the whole allocation structure and rules were overhauled, FCC spokesmen point out that all facets to the use of directionals as an allocation aid were studied minutely by the industry-government *ad hoc* committee.

It was found, they cite, that while directionals would facilitate more local stations than by non-directional assignments (seven to five ratio), the total interference-free area in the U. S. actually would be less with directionals than without.

Offset Carrier Frequency Helps

"Offset carrier frequency helped more in reducing co-channel spacing—by perhaps a hundred miles—than almost anything else," one ventured.

Furthermore, as one FCC staff member put it, "suppose we did allow a directional here or there in order to squeeze in a new vhf, do you think the existing station affected would stand for it?"

He explained that in the standard broadcast band, the service area radius of each of two co-channel am stations may be only 2% of the distance separating the outlets, quite different from tv where the service area radius is probably one-third of the mileage between the two transmitters.

"And in the small interference area between," he said, "there are probably adjacent channel assignments on the air, particularly in the crowded East and where you might want to use directionals to shoe-horn in an extra vhf channel. Just check the Washington-Baltimore, Philadelphia, New York, Hartford and Boston vhf assignments. Little room for another."

"In am," he pointed out, "directionals are used to prevent interference. In television, they may not be used for that purpose under our rules, but are intended to improve service in special cases. That is an important difference."

"Any way you look at it, even with directionals on all vhf assignments, we couldn't have a competitive tv system in vhf alone. There aren't enough channels," the spokesman said. "Even with a natural lattice distribution of channels across the country, it would take 30 to 40 for a fairly competitive system. We need uhf."

However, in view of the plight of some uhf stations and the effect it has produced upon uhf generally, one Commissioner has indicated he would resort to small power, directionalized vhf stations if necessary to get competition in the event uhf failed [CLOSED CIRCUIT, March 8].

Other Commissioners appear to continue staunch in their views that interference-free service must be maintained in vhf, but that more attention be paid to helping uhf in its coverage struggle, thereby assuring competitive tv with both bands.

Comr. George E. Sterling, in his talk before the Boston section of the Institute of Radio Engineers a few week ago, explored in great detail several ways in which to help uhf, including directional antennas [B•T, Feb. 1].

"I am of the opinion that we could further assist uhf broadcasters by relaxing or lifting the limitations on antenna directionalizing." Comr. Sterling said, explaining "the rules define a directional antenna as one that is designed or altered for the purpose of obtaining a non-circular radiation pattern. Directional antennas may not be used for reducing minimum mileage seperation requirements but may be employed for improving service."

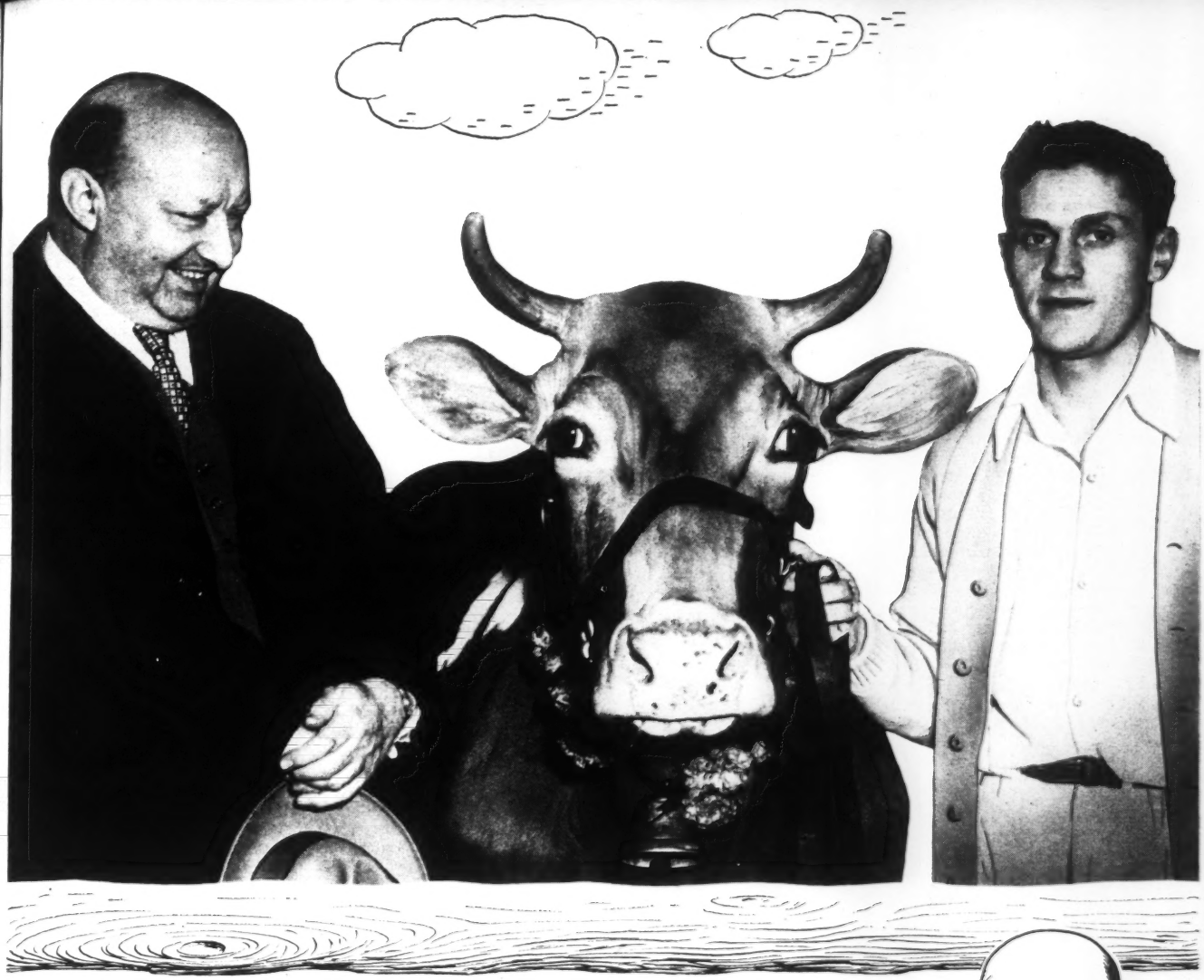
Continuing, Comr. Sterling told the IRE group:

> An antenna designed for changing the position of the major radiation lobe from the horizontal plane to any other vertical plane is considered a directional antenna for the purposes of licensed power and power limitations. Thus, an antenna designed for "beam tilting" would not be considered an omnidirectional antenna in respect to these matters even though the horizontal radiation pattern is not directional. As a result, such stations would be licensed for the power in the horizontal plane and would be limited to the maximum powers authorized in the rules in any vertical plane.
>
> The Commission is aware that "beam tilting" may result in a licensed effective radiated power which is less than the maximum radiation. This condition would occur where the power radiated toward the more distant portions of the service area is reduced by beam tilting for the purpose of increasing the signal strength at relatively close locations. The rules reflect the Commission's decision to base the licensed effective radiated power on the radiation in the horizontal plane.

"The Commission is open-minded on this subject," Comr. Sterling said, "and would wel-

BILLY GERHARDS, nine-year-old American boy who has lived in Germany with his mother and father since he was two, is on a tour of U. S. cities under sponsorship of NBC-TV's *On Your Account*, sponsored by Procter & Gamble, 4:30-5 p.m. Monday-Friday. Here with Mrs. Muffin, WDSU-TV New Orleans personality, he looks over a letter from a German war orphan adopted by Mrs. Muffin's tv fans.

SOME of the agency guests who attended WJAR-TV Providence's second annual luncheon in Boston for advertising agencies and Weed Tv, the station's national representative, were (l to r): Oscar E. Rudsten, Rudsten & Assoc., Stuart Van Arsdale, John F. Neary, William H. Monaghan, Bob Bousquet and Joe Tully, all of John C. Dowd Inc. advertising agency. The guests heard future plans for WJAR-TV.



VIC DIEHM Says:

Meet Another Champion from the Land of Diehm!

There's no bull about "Dotty". She is the new national champion among milk producing cows, with a record of 25,338 pounds of milk and 1,329 pounds of butterfat. "Dotty" is a 12-year old registered Guernsey cow and hails from the S. C. Price, Coldsprings Farm, Hazleton, Pennsylvania. This is "Dotty's" second great record, and three times she classified as excellent. Price's Dairy has for years been a consistent advertiser on WAZL and at the present is sponsoring six newscasts a week. Now all this leads up to the fact that when you buy any one or all of the Vic Diehm stations they will produce champion results just as "Dotty" has.

P. S. Vic Diehm says "Dotty" is in the middle. The fellow on her left is her trainer, Charles Good.

WAZL Hazleton, Pa. NBC-MBS

WHOL Allentown, Pa. CBS

(Represented by Robert Meeker Associates)

WHLM Bloomsburg, Pa.

WIDE Biddeford-Saco, Me. MBS-Yankee

WVDA Boston, Mass. ABC

(Represented by Paul H. Raymer Company)

come suggestions. To the extent the Commission might relax its directionalizing rules to aid uhf stations in obtaining better coverage because of their power limitations, consideration must be given to the number of people that would gain service as compared to those who would lose service or have it degraded as well as the remote possibility of co-channel interference."

Aside from directional antennas, Comr. Sterling called for higher minimum power requirements for uhf, plus more sensitive receivers and more effective set installation practices. He also explored the possible use of satellite and booster stations to aid uhf coverage deficiencies.

Sixth Report and Order Cited

The Sixth Report and Order finalizing the tv reallocation plan, issued in April 1952, said the Commission "is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than minus 10 db. . . . If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference protection can be given further consideration."

Some industry engineering consultants feel that the art has progressed to the point where directionals' "use of interference protection" should be given "further consideration." Even if the art is not that far advanced, they argue, "the only way it will advance, particularly respecting the use of directional antennas, is to use them."

One engineer pointed out that because of the short wavelengths involved in vhf and uhf, "it is feasible to do all kinds of tricks with an antenna at these frequencies. All the elements are on one pole. They're not scattered over many acres like an am 'antenna farm'."

He acknowledged problems with high gain antennas in uhf, however, because of deep nulls and variations in field strength when the tower is swayed by the wind. The signal plane, pancaked by the extreme vertical suppression, changes with the slight tower sway.

Another consultant felt FCC erred by not allowing vhf allocations in a few instances through slightly lower power and/or directionals, particularly in mountainous areas where uhf is less suited. Among those he cited were Pittsburgh, Kingsport, Tenn., and Macon, Ga.

While expressing faith in the uhf band, another engineer recalled comparable "psychological" troubles which attended the technical difficulties encountered in the upper vhf band not many years ago. He felt directionals could be helpful, don't cost too much and cited instances where they now are being used with success.

Technical Quality Mentioned

Similarly, another engineer noted the technical quality and circulation of two directionalized stations but felt they are being unduly penalized by current "uhf psychology" among advertisers.

He took issue with FCC's allocation view on directionals. "Adding a new town to the local station list is more important than fringe area."

The Sixth Report specified that directional antennas could be employed under these conditions:

(1) Maximum radiation in horizontal plane may not be more than 10 times the minimum radiation; (2) minimum ERP in any horizontal direction may not be less than the minimum power allowed under FCC's rules (1 kw with antenna height depending on city population, but 5 kw is proposed in uhf); (3) ERP in any horizontal or vertical direction may not exceed the maximum values allowed in the rules (100 kw for vhf chs. 2-6, 316 kw for vhf chs. 7-13 and 1,000 kw for uhf chs. 14-83); (4) maximum ERP in any direction above the horizon shall be as low as the state of the art permits (to reduce tropospheric interference).

Tilting an antenna by either electrical or mechanical means pushes the signal downward at the horizontal plane, umbrella-fashion, in order to strengthen the signal in areas closer to the base of the antenna otherwise over-shot.

Aside from the Fresno, San Francisco and Ft. Lauderdale stations, other outlets presently having directional patterns include uhf ch. 35 WTRI (TV) Schenectady, N. Y.; uhf ch. 14 KACY (TV) Festus, Mo.; uhf ch. 29 KIMA-TV Yakima, Wash.; uhf ch. 24 KPIC (TV) Salem, Ore.; uhf ch. 52 WRAY-TV Princeton, Ind., and uhf ch. 36 KTVU (TV) Stockton, Calif.

KOOL-TV Buys Share-Time Partner KOY-TV Phoenix

FIRST consolidation of a post-freeze share-time television operation was reported last week in the announcement by KOOL-AM-TV Phoenix that it had purchased KOY-TV there for $400,000, subject to FCC consent. KOOL-TV and KOY-TV are share-time stations on ch. 10. KOY radio is not involved in the sale.

Purchase price includes all outstanding contracts and liabilities of KOY-TV to be assumed by Maricopa Broadcasters Inc., operator of the KOOL properties, a Gene Autry interest.

The share-time operation was agreed upon a year ago by KOY and KOOL in order to bring television to the community at an early date and avoid lengthy litigation of competitive applications before FCC.

Albert D. Johnson, KOY manager, said that while the joint operation on ch. 10 "has been most amicable and successful and the original purposes of the time sharing arrangement have been accomplished, experience has shown that the channel could be more effectively and economically operated, and more in the public interest, under single management."

Charles Garland, KOOL manager, said the acquisition of the full-time tv operation "is consistent with the expanding interests of KOOL's principal owner, Mr. Autry, and is another indication of his faith in the future of Phoenix and Arizona." Mr. Autry also is chief owner of KOPO-AM-TV Tucson, KOLD Yuma and KMPC Hollywood.

Mr. Garland indicated the purchase of KOY-TV would in no way affect the technical and operational staff which has been jointly employed by the two stations.

Rintoul, McConnell and Lichtman Join Venard

Four are now equal stock participants in the months-old station representative firm.

EXPANSION of Venard Inc., station representation firm, by the addition of Stephen R. Rintoul, James V. McConnell, and Abner Lichtman as stockholders was announced last week by Lloyd George Venard, president and founder.

The four will be equal stock participants in the firm, to be known as Venard, Rintoul & McConnell Inc.

Mr. Venard, a veteran of the representation field, continues as president. Mr. Rintoul, a former owner of WSTC Stamford Conn., and WXLW Albany, N. Y., and more recently manager of WPTR Albany, and Mr. McConnel, who served more than 20 years with NBC and its Spot Sales Division, will be vice presidents. Mr. Lichtman, well known in radio and tv for his research and financial counsel to station management, is secretary-treasurer. Howard B. Meyers continues as vice president in charge of the central division office in Chicago.

All officers will participate actively in sales.

Mr. Venard, who organized Venard Inc. early this year, noted that the expanded ownership gives the firm a broad background of experience with the needs of advertisers, agencies and stations in the research, programming and sales development fields that are now fundamental in station representation.

Mr. Venard was president of the O. L. Taylor Co. before its sale to the Paul H. Raymer Co. late last year, and before that was associated with Edward Petry & Co. for a number of years.

Mr. Rintoul entered broadcasting in 1930 with World Broadcasting Co., which he served as a director and manager of the station relations department. He was instrumental in developing and marketing the first transcription library service for radio stations, it was pointed out. He joined The Katz Agency, representation company, in 1938 as account executive and radio specialist, and during this period also was owner of WSRR (now WSTC) Stamford, Conn., which he sold in 1945. He left the Katz organization in 1946 to form WXLW, which he sold last August, and since then has been manager of WPTR.

Organized Spot Sales

Mr. McConnell is credited with organizing NBC Spot Sales which he directed for many years and with writing the industry's first complete tv rate cards. During his tenure with NBC and its spot sales organization he was a member of the NBC management committee for many years. He left NBC in 1952 to become a vice president of Blair-Tv Inc. and John Blair & Co., and more recently has served as a consultant to a number of tv station grantees.

Mr. Lichtman is a former partner of Ungerleider & Co., members of the New York Stock Exchange, and has been a stockholder of Edward Petry & Co. for a number of years.

MR. VENARD

MR. RINTOUL

MR. McCONNELL

MR. LICHTMAN

JUDGES in KMTV (TV) Omaha's contest to find a slogan for the station begin to tackle the stack of entries that awaited them after the competition closed last Monday. L to r: C. A. (Fritz) Snyder, director of station relations, CBS-TV; Owen Saddler, executive vice president and general manager of KMTV, and Edward Petry, of Edward Petry & Co., station representatives. Contest drew 803 entries and 1,976 slogans based on KMTV's call letters.

Uhf WCAN-TV Launches Move for 1,000 Kw

The Milwaukee station puts down $591,000 worth of chips for improvements to its $700,000 plant. It expects to boost to 1,000 kw and to telecast color programs.

WCAN-TV Milwaukee, operating on ch. 25 since last fall, has ordered a 60-kw transmitter, capable of radiating the maximum 1,000 kw power, from GE, Lou Poller, president, announced last week. Delivery of the $225,000 transmitter has been promised in about a year, Mr. Poller said.

He said a new directional antenna and wave guide transmission line have been ordered for WCAN-TV, at a cost of $35,000, for installation in about six months. Another field camera chain, at a cost of $37,500, is due to be shipped in two weeks.

The Milwaukee uhf station has ordered GE color network equipment with installation scheduled in about 30 days, color slide and film gear for delivery later this year, and color cameras, for delivery early next year. GE's color equipment will total $150,000.

WCAN-TV now is operating with a radiated power of 212 kw. Its 12 kw GE transmitter has just been installed at a cost of $144,000.

That's $591,500 being spent on WCAN-TV. It has been operating not quite six months. It cost $700,000 to put on the air.

The CBS-affiliated station now counts 285,000 uhf receivers in the Milwaukee market. It competes with vhf WTMJ-TV (*Milwaukee Journal*), which has been on the air since 1947, and with uhf WOKY-TV, which has been on the air since last fall.

In addition to owning WCAN-TV, and its am affiliate, WCAN, Mr. Poller also owns WPWA Chester, Pa., and 51% of WARL Arlington, Va. (Washington, D. C.).

WINK-TV IS 372D TELEVISION STARTER

Fort Myers, Fla., outlet began regular programming last week. There are another five reported ready to start.

TOTAL operating tv stations reached 372 last week as WINK-TV Fort Myers, Fla. (ch. 11), began regular programming March 18. The vhf station is affiliated with ABC-TV and represented by Weed Tv Inc.

Another five stations reported they are set to begin operations:

KFBB-TV Great Falls, Mont. (ch. 5), CBS; represented by Headley-Reed, March 21.

KRGV-TV Weslaco, Tex. (ch. 5), NBC, DuMont; represented by Paul H. Raymer Co., March 21.

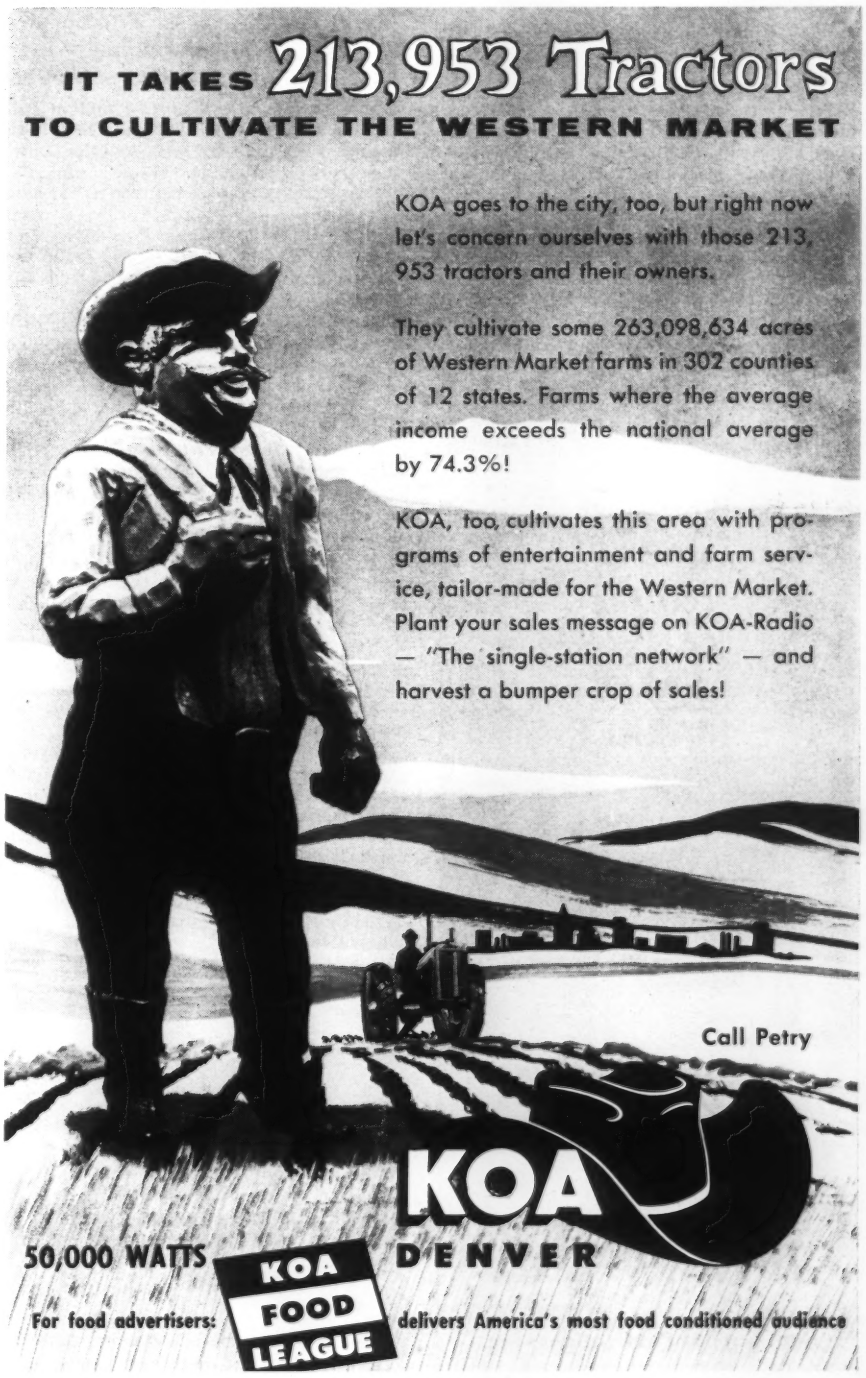
KFBC-TV Cheyenne, Wyo. (ch. 5), CBS; represented by George P. Hollingbery Co., March 22.

WAPA-TV San Juan, P. R. (ch. 4), NBC, DuMont; represented by Caribbean Networks, March 22.

WKAQ-TV San Juan, P. R. (ch. 2), represented by Inter-American, March 21.

A short in the feed line to the transmitter forced WSJV (TV) Elkhart, Ind., off the air last Wednesday after it had launched test patterns and limited programming earlier in the week. R. J. Gillespie, station relations director, said the uhf ch. 52 outlet expected to resume operation Friday and planned to start live studio shows today (Monday). The station claims 118,000 sets in its coverage area, Elkhart-South Bend.

KSAN-TV San Francisco (ch. 32), began


IT TAKES 213,953 Tractors
TO CULTIVATE THE WESTERN MARKET
KOA goes to the city, too, but right now let's concern ourselves with those 213,953 tractors and their owners.
They cultivate some 263,098,634 acres of Western Market farms in 302 counties of 12 states. Farms where the average income exceeds the national average by 74.3%!
KOA, too, cultivates this area with programs of entertainment and farm service, tailor-made for the Western Market. Plant your sales message on KOA-Radio — "The single-station network" — and harvest a bumper crop of sales!
Call Petry
KOA
50,000 WATTS
DENVER
For food advertisers:
KOA FOOD LEAGUE
delivers America's most food conditioned audience

regular programming from 7-9 p.m. nightly early this month, the station reported. Represented by Joseph H. McGillvra Inc., that city's first uhf outlet will increase its programming April 6 with coverage of the San Francisco Seals' baseball home games.

President John Patrick Beacon, WJPB-TV Fairmont, W. Va., reported his station will be the first commercial outlet to use a vidicon camera chain. Using General Precision Lab equipment, the uhf ch. 35 station started test patterns March 18 and is slated to begin regular programming March 28.

The Brockway Co., grantee of ch. 7 at Carthage, N. Y., has signed a primary affiliation agreement with CBS-TV and a secondary agreement with ABC-TV, Louis Saiff Jr., general manager, said.

KVDO (TV) Corpus Christi paraded the first shipment of its tv equipment through the streets March 15. The ch. 22 outlet expects to begin commercial operation this summer.

Starting target date of Aug. 15 has been set by WCAX Broadcasting Corp., for its recent grant at Montpelier, Vt. The ch. 3 outlet will be affiliated with CBS-TV and represented by Weed Tv Inc. General Electric equipment will be used throughout, C. P. Hasbrook, president, announced.

WJNO-TV West Palm Beach, Fla. (ch. 5), plans to be on the air with regular programming Aug. 1, General Manager Walter L. Dennis said.

The following stations have reported they plan to begin regular operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); WDBO-TV Orlando, Fla. (ch. 6); WALB-TV Albany, Ga. (ch. 10); WGOV-TV Valdosta, Ga. (ch. 37); WHO-TV Des Moines, Iowa (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WAAB-TV Worcester, Mass. (ch. 20); WSLI-TV Jackson, Miss. (ch. 12); KFVS-TV Cape Girardeau, Mo. (ch. 12); KDRO-TV Sedalia, Mo. (ch. 6); WMUR-TV Manchester, N. H. (ch. 9); WMFD-TV Wilmington, N. C. (ch. 6); WMAC-TV Massillon, Ohio (ch. 23); KVAL-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 13), educational; WNET (TV) Providence, R. I. (ch. 16); WJPB-TV Fairmont, W. Va. (ch. 35), and KULA-TV Honolulu (ch. 4).

(For details see TELESTATUS, page 103.)

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

KDKA Sets $3 Million For Radio-Tv Center

Ultra-modern building will be built on the U. of Pittsburgh campus if Westinghouse wins a ch. 11 grant there.

PLANS for an ultra-modern $3 million radio-tv center on the U. of Pittsburgh campus were announced last week by L. R. Rawlins, general manager of Westinghouse Broadcasting Co.'s KDKA Pittsburgh, contestant for ch. 11 there.

"We believe this project will be a worthy addition to the continuing Pittsburgh renaissance," Mr. Rawlins said. "It will be an especially vital part of the city's Oakland Civic Center."

Site of the proposed building is next to the new KDKA-FM transmitter building, constructed last year, at the intersection of Berthoud St. and University Dr., across from the new U. S. Veterans Hospital and near Pitt Stadium. The fm building will be incorporated into the new structure, to cover more than an acre.

The building's two main floors, devoted to radio and television production, will contain 1.35 million cubic feet, while two lower floors will provide ample indoor auto parking space, Mr. Rawlins said.

Five television and three radio studios will be included. One of the tv studios will have a floor area of 4,800 sq. ft. and accommodate scenery and props for 12 tv shows.

"Approximately 200 persons would be employed full-time at the new KDKA radio-tv center in addition to musicians, actors and other part-time employes," he said.

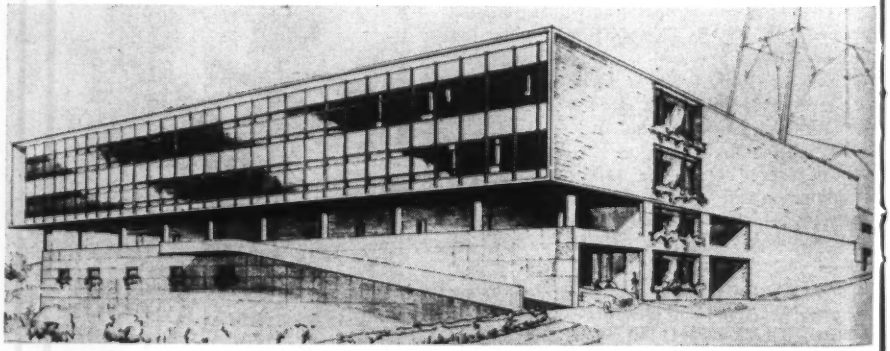
KDKA-FM's transmitter building houses the transmitter for Pittsburgh's educational WQED (TV), which is expected to go on the air on ch. 13 April 1 and will be operated by KDKA engineers on a non-profit basis, Mr. Rawlins stated. Use of KDKA-FM tower also has been donated by Westinghouse to WQED.

Should KDKA be successful in pursuit of its ch. 11 application, Westinghouse will build a new 660-ft. tower there to replace the present fm tower. KDKA-FM-TV and WQED would share the new tower. KDKA radio will continue to use its 718-ft. tower in Allison Park.

The proposed KDKA-TV studio equipment will include eight studio cameras, two film cameras and a color film-slide camera. Complete mobile unit is also planned.

Cost breakdown for the new center was given as follows: New building, including radio and tv studios, $1,230,000; studio cameras, $180,000; mobile unit, including two cameras, $75,000; other tv technical equipment, $435,000; tv transmitter, including color, $265,000; new tower and tv antenna, $295,000; new radio equipment, $100,000; transfer of present radio equipment to new building $50,000; miscellaneous, $370,000.

Other contestants for ch. 11 include WCAE, WJAS and WWSW, all Pittsburgh.



HERE is the architect's conception of the KDKA $3-million radio-tv center.

Hotels Take Radio

CINCINNATI Hotels Assn., believing radio offers unusual opportunities for developing better appreciation and new

CINCINNATI Hotels Assn. signs to sponsor quarter-hour *I See Today* Sundays on WKRC Cincinnati. In foreground, Hubert Holloway, m. c., and Thomas C. Corcoran (seated), Sheraton-Gibson Hotel, CHA president. Others (l to r): Ray Kroger, Terrace-Plaza Hotel, CHA secretary; Henry L. Dienna, Alms Hotel, CHA second vice president and its radio committee chairman; John S. Adrion, CHA treasurer, and Hubbard Hood, WKRC sales manager.

business for hotels, will sponsor *I See Today* on WKRC Cincinnati Sundays at 5:45-6 p.m.

CHA signed the contract for 26 weeks with a renewal option. The *Cincinnati Times-Star* sponsors the program Monday through Friday and carries a daily humor feature under the same title. The show, by Hubert Holloway, is described as a "humorous and common sense viewpoint on the news, events and times."

Bishop's Fund Requests Time on Radio Stations

The Archbishop who recently suggested Catholics abstain from radio and tv for a time during Lent is an official of a charity group requesting free time by radio stations on behalf of its fund appeals. NARTB is told and a Catholic editorial reiterates that the archbishop's statement was misinterpreted.

ARCHBISHOP John F. O'Hara of Philadelphia, who suggested that Catholics abstain from radio and tv for a while during Lent [B•T, March 8], is a member of a board that has confidence in the public service prowess of the broadcast media, judging from a recent appeal to stations for free time [B•T, March 8].

The Archbishop is treasurer of the Bishops' Fund for Victims of War under auspices of the Administrative Board, National Catholic Welfare Conference.

One radio station, WBUX Doylestown, Pa., announced it had declined the Bishops' Fund request for free time during the week of March 21-28. Richard J. Alliger, WBUX promotion manager, told B•T the station is "not using these announcements," referring to a series of six scripts prepared by the Bishops' Fund.

Director's Appeal

The appeal to stations, signed by the Rt. Rev. Msgr. Edward E. Swanstrom, executive director of the Bishops' Fund, read, "A mention of this all-important work on your public service programs during the week of March 21-28 will be deeply appreciated and of tremendous value to us in our efforts to obtain the necessary funds to continue these programs of aid to the suffering victims of war. This campaign is one of the three appeals mentioned in the March-April radio-tv bulletin of the Advertising Council."

NARTB President Harold E. Fellows and Philadelphia broadcasters have been told by the Bishop's office that the Lenten statement had been misinterpreted and that it was not an attack on radio and television.

The *Standard and Times*, Catholic paper of the Philadelphia diocese, printed the following editorial on Archbishop O'Hara's statement, following the wide publicity it received:

Missing the Point Completely

We can think of few Lenten suggestions that have created as much concern and comment in the press, in radio and tv circles, and in general conversation as the suggestion made by Archbishop O'Hara last week in his Lenten Pastoral Letter that we try doing without radio or television for a time during Lent as an act of mortification.

It is a mystery that so many people could miss completely the point of the Archbishop's suggestion. Newsmen considered such a suggestion unusual enough to put it on the press wire services. Spokesmen for the radio-tv industry pondered the Archbishop's words as if they constituted a broadside against radio and television. Newsmen and commentators on the airways showed considerable alarm that such a suggestion as turning off one's set should even be made. One commentator expressed difficulty in squaring the Archbishop's Lenten suggestion with the recent talk of the Holy Father in which he praised the wonders of television.

Concern and confusion abounded—precisely because individuals had failed to grasp the point of the Archbishop's suggestion. Had he mentioned abstaining from candy, or liquor, or motion pictures, or a thousand and one similar things, they would have understood. But that he should suggest "curbing our appetites, not only by fast and abstinence, but by guarding our eyes, our ears, all the senses"—that we practice mortification and self-control with regard to radio and television—seemed beyond comprehension.

Archbishop O'Hara did not say that we should turn off our sets, he imposed no obligation, but he did ask us to try doing that for a week, "and then take an honest appraisal." Have we really missed anything worthwhile? What have we gained? Perhaps a great many will find themselves masters of their tv sets, instead of having it their master. Members of some families might find that there really is another way of spending a pleasant social evening besides sitting before a tv screen. They might even indulge in that almost lost art of reading a good book. They might shake loose the shackles of seeing, hearing and thinking things in patterns that others have set for them. They might be able to sit at home in peace and quiet without the blare of a loudspeaker, and . . . ear-pounding voices.

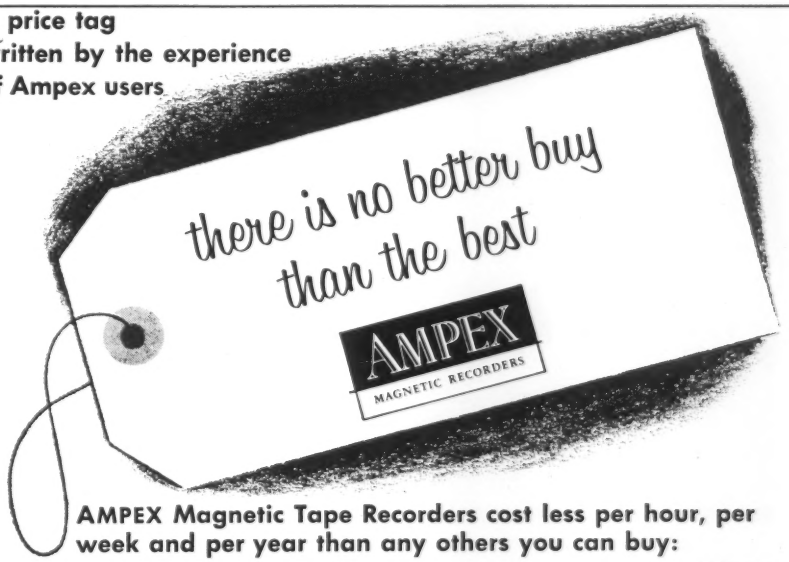
The Archbishop's recommendation was in no sense an attack on the radio-tv industry, even though some may have interpreted it as such. It was a suggestion to help us enter into the true spirit of Lent, and Lent is, after all, a traditional time of self-denial and mortification. Without the interference of radio and television, at least for a while, we can better prepare ourselves for serious thought and meditation.

Lent should be a time for spiritual orientation, a time when we try to find out if we are on the right track, if we're going in the right direction. Since radio and television play such a large part in the lives of so many Americans, Archbishop O'Hara quite properly has asked that we put these items in their proper spiritual focus. The entire matter is as simple as that.

WTRF-TV Boosts to 316 Kw

WTRF-TV Wheeling will increase power from 100 to 316 kw during this week, according to Robert W. Ferguson, executive vice president-general manager of Tri-City Broadcasting Co. The ch. 7 station's power will mean a greater service and increased coverage of the 26 counties served by WTRF-TV, Mr. Ferguson said.

A price tag written by the experience of Ampex users



AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

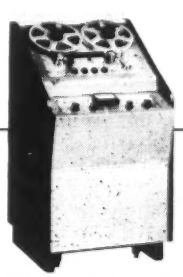
BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted — but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $985.00; reproducers from $585.00. For further information write today to Dept. **D-1472-B.**



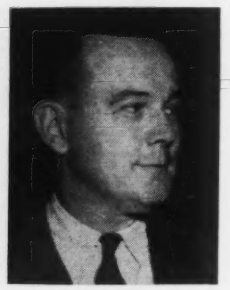
IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX CORPORATION

AMPEX CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities; distribution in Canada by the Canadian General Electric Company

PEARD NAMED V.P. OF WBAL-AM-TV

LESLIE H. PEARD JR., manager of WBAL-AM-TV Baltimore since December 1951, has been elected vice president of the stations, D. L. (Tony) Provost, head of the Hearst Corp.'s radio-tv division, said last week.



MR. PEARD

Mr. Peard's career began at WFBR Baltimore in 1933 and he joined the WBAL sales staff the next year, soon becoming one of WBAL's chief sales executives. He became WBAL sales manager in 1940 and went to KTBS Shreveport in 1944 as sales manager. He returned to Baltimore as assistant manager of WCAO in 1948 and joined WBAL-AM-TV as assistant manager the following year.

WSPA, WORD Spartanburg Ownerships Change Hands

OWNERSHIP of WSPA and WORD Spartanburg, S. C., changed hands last week pursuant to transfers approved by FCC fortnight ago [B•T, March 1]. Spartan Radiocasting Co., ch. 7 permittee there, took over WSPA and gave up WORD, whose operation was assumed by WORD Inc. Latter is headed by Irwin Kahn, chief owner of WNOK-AM-TV Columbia.

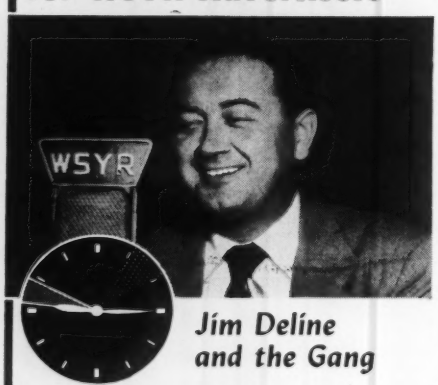
The ch. 7 WORD-TV call is changed by Spartan Radiocasting to WSPA-TV to match the firm's newly-acquired WSPA. Walter Brown, president, said his firm is "going forward with its plans to operate the television station under a special temporary authorization for its transmitter plant on Paris Mt. near Greenville," with studios in downtown Spartanburg. The interim Paris Mt. site has been under protest by area uhf stations, whose petitions were rejected by FCC [B•T, March 8].

Mr. Brown reported the changes in ownerships did not involve any substantial shifting of personnel, with Roger Shaffer continuing as manager of WSPA and John W. Kirkpatrick continuing as manager of WORD and its associated WDXY (FM), also included in the ownership change. WSPA-AM-FM sale price was $400,000; WORD-WDXY, $150,000.

WWCA Seeks Aid

WWCA Gary, Ind., facing possible denial of permission to carry a regular 9:05-10 a.m. broadcast from the Gary city court, is appealing for advice from other radio stations that have successfully coped with allegations that radio detracts from the dignity and efficiency of the courts. According to Todd Branson, WWCA program director, the Gary Bar Assn. and the local press have opposed the program which stresses traffic safety and problems. City officials are scheduled to meet during the first week of April to decide the fate of the broadcasts.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



Jim Deline and the Gang

After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday,

9:15 – 9:55 a.m.

(Also 1:00 – 2:00 p.m.)

Headley-Reed, National Representatives

WSYR SYRACUSE 570 KC

NBC AFFILIATE

WHIM Sets Sales Record In 1954's First 2 Months

SALES at WHIM Providence for the first two months of 1954 were "well ahead" of the same record-breaking months of 1953, it was reported last week by Robert T. Engles, president and general manager of the station.

Among the sponsors who renewed or signed for new business, Mr. Engles said, were Old Gold, Coca-Cola, Wildroot Cream Oil, Pastene Wines, Buitoni Macaroni, New Haven Railroad, Star Wines, *Reader's Digest*, Formaid Co., Monarch Wines and Statler Tissues.

In addition, Mr. Engles said, Elliott Lincoln-Mercury dealers, said to be New England's largest Mercury dealer, signed a contract for what was said to be the largest stock of time in Rhode Island history. Elliott has contracted for WHIM's Sunday, 2-4:30 p.m. segment for 26 weeks.

WNBC-WNBT (TV) Launches 'Operation Search Warrant'

AS A MEANS of finding new talent to provide a "talent bank" for the future, WNBC-WNBT (TV) New York last week announced that the stations have embarked on a project called "Operation Search Warrant" under which key personnel will serve as part-time talent scouts.

As outlined by Hamilton Shea, general manager of the stations, each executive will cover one event each week at which talent may be found, including the theatre, night clubs, out-of-town radio and television stations, road shows and summer theatres.

In addition to new faces, Mr. Shea said, WNBC-WNBT (TV) hope to develop some new concepts of local programming to meet the current-day demands of radio and television listening and viewing.

Richard Pack, program director of the stations, will head the new talent committee, of which Steve White, WNBC program manager, and Steve Krantz, WNBT (TV) program manager, will be co-chairmen. Johnny Stearns will serve as coordinator and will interview talent and talent agents.

Dyers Sell Interests In WAIT for $252,000.

WITHDRAWAL of Gene T. and Evelyn M. Dyer from active management of WAIT Chicago was reported last week in a transfer application filed at FCC for approval to the sale of their majority interest in the station for $252,000 to owners of WSBC Chicago.

Buyers of the WAIT interest are Julius, Oscar, Bertha L. and Gertrude Miller, who in turn have sold WSBC for $180,000 to Louis B. Lee [B•T, Jan. 11]. The WSBC sale also awaits Commission approval.

Mr. Dyer, WAIT president, sells his 31% interest for $87,500, while Evelyn Dyer sells her 47% interest for $164,500. Adele Moulds retains 10% holding and Louis E. Moulds and Grace V. McNeill each retain 6%.

GEORGE B. STORER Jr. (r), managing director, KGBS-TV San Antonio, and William J. Jackson, chief engineer, examine the station's newly arrived color equipment. The $50,000 order was handled by RCA.

KBTV (TV) Offers Plan To Split Film Sponsorships

KBTV (TV) Denver has originated a "Four-Minute Plan" by which advertisers for a flat weekly price may buy four one-minute commercials on four different syndicated film shows among those available on the station under the plan.

Joseph Herold, station manager, said the plan was enthusiastically received when presented to some 150 agency people at a luncheon March 12.

The station classifies its offerings into five categories (each with four shows) at fixed weekly prices for each category. Thus, an advertiser may buy one-minute filmed or slide commercials on each of the four detective-mysteries for $250; comedies for $280; dramas for $280; adventure-westerns for $160, and sports shows for $150.

The four full minute participations cost less than three Class A chainbreaks and in addition provide the advertiser with a different vehicle to exploit his product on four different occasions during the week, Mr. Herold said. The advertiser may mix his selections of programs to include different categories, paying one-fourth of the flat weekly cost for each category in which one of his four commercials appears.

KGNC NAMES IZZARD AS KRITSER RESIGNS

KGNC-AM-TV Amarillo announced new management appointments last week following the resignation of Tom Kritser, general manager and national sales manager.

Wes Izzard, veteran newspaper and radio executive with the Globe-News Publishing Co., parent company of KGNC, has been named general manager. Aubrey Jackson, general manager, KEYS Corpus Christi, and former manager of KGNC radio, will be commercial manager and Mr. Izzard's assistant. Bob Watson, with KGNC 16 years, remains radio station manager, and Bud Thompson, tv sales manager, is now tv station manager. Messrs. Jackson, Watson and Thompson worked together effectively for KGNC six years ago, the station reported.

In announcing his resignation, Mr. Kritser said that he plans to go into business for himself.

MacCrystall Named KOA-TV Sales Head

WILLIAM F. MacCRYSTALL, active in tv sales with KNBH (TV) Hollywood, NBC-TV o&o outlet, for the past year, was appointed sales manager of KOA-TV Denver last week, according to Don Searle, KOA-AM-FM-TV general manager.

MR. MacCRYSTALL

Mr. Searle also announced formation of separate promotion departments for KOA-AM-FM and KOA-TV. Dick Harris has been named promotion manager for tv and John Aldern promotion manager for radio.

Mr. MacCrystall was a 20-year veteran of Metro-Goldwyn-Mayer Studios before joining NBC last year. Beginning as office boy, he received several promotions before joining the Air Force in 1942 to serve until 1946. Upon his return, he served in a sales capacity with M-G-M's WMGM New York and returned to Los Angeles in 1948 to construct and operate the company's KMGM-FM. He became West Coast sales manager for M-G-M Radio Attractions in 1950 and engineered sale of the entire package to MBS in 1952. He remained with M-G-M in an executive capacity until joining NBC in 1953.

Hal Niemann & Assoc., Denver, continues to represent KOA-TV. Ball & Davidson, Denver, represents KOA-AM-FM.

Washington 'Post' Buys McCormick's 'Times-Herald'

PURCHASE of the McCormick-owned *Washington Times-Herald* by the *Washington Post* was announced last week, with the first issue of the combined *Washington Post and Times-Herald* appearing March 17. The sales price was understood to be about $8.5 million.

Washington Post, which is owned by former Federal Reserve Board chairman Eugene Meyer, owns 55% of WTOP Inc., licensee of WTOP-AM-FM-TV Washington, and 100% of WMBR-AM-FM-TV Jacksonville, Fla. CBS owns 45% of WTOP Inc. Philip L. Graham is president-publisher of the Washington Post Co. John S. Hayes is vice president in charge of radio-tv. He also is president of WTOP Inc.

Col. Robert R. McCormick owns the *Chicago Tribune*-WGN-AM-TV and the *New York News*-WPIX (TV).

WOOD-TV Exhibits Color

FIRST public showing of color tv at Grand Rapids, Mich., was held at the city's Home Show March 13. WOOD-TV, Grand Rapids' only tv station, carried a colorcast of the opera, "Taming of the Shrew," from New York. A total of 8,381 people attended show.

Christal Leases New Bldg.

HENRY I. CHRISTAL Co., radio station representation firm, has leased the 15th floor of a new 15-story, penthouse building, being erected at 579 Fifth Ave., New York, and will move its executive office there June 1. Firm's New York office currently is at 270 Park Ave.

Citizens for Ike Raise Funds

A DRIVE by the Citizens for Eisenhower primary committee to raise funds for purchase of tv time throughout Illinois has been announced in Chicago. The committee plans to take part financially in a statewide series of tv time throughout Illinois has been announced in Chicago. The committee plans for the U. S. Senate. Alderman Herbert F. Geisler, another candidate, has arranged for telecasts in eight Illinois cities.

WACR's Wingate Proposes Record Companies Buy Time

PROPOSAL that record companies proposing to offer disc jockey sampling service on a fee basis reciprocate by buying time on the station has been made by Charles J. Wingate, WACR Columbus, Miss.

Writing Herbert R. Liebeck, Decca Distributing Corp., Cincinnati, Mr. Wingate voiced surprise that Decca would attempt a fee plan. "We will be glad to subscribe to your service," he wrote. "We feel that you should also give us a contract for record plugs equal to the same amount per month. Any of our record dealers would be glad to work a deal of this nature."

Mr. Wingate told B•T he feels record companies offering a fee service "are biting the hand that feeds them." He said a number of retail stores would be glad to furnish records in exchange for plugs on the air.

WMGM's New Rate Card 'Stabilizes' Charges

WMGM New York last week announced details of a new station rate card (No. 15), effective March 1, which was described as representing "stabilization of rate rather than lower pricing or higher pricing." It also eliminates the differential between daytime and nighttime rates.

Bertram Lebhar Jr., director of WMGM, said that basically the card represents the publication of rates at which "by and large," the station had been selling time for the past year

Do You Know This Man?

He is Charles Dillon, general manager, WOL, Washington, D. C.
He says—

"WOL's top tune programming *depends* upon the wonderful instrumentals from SESAC—a truly great recording service."

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC INC.

475 Fifth Avenue New York 17, N. Y.

or two. He pointed out that one significant factor was that the discount policy was curtailed to a point where, for instance with a published basic rate of $60, full discounts will bring the end charge down to $50 while in the past a published rate of $100 still brought the rate down to $50.

"In the case of certain tested programs which have well proven their popularity and other effectiveness," Mr. Lebhar continued, "the station's rates have been increased."

He noted that although WMGM still maintains separate national and local rates, the difference between the two has been reduced.

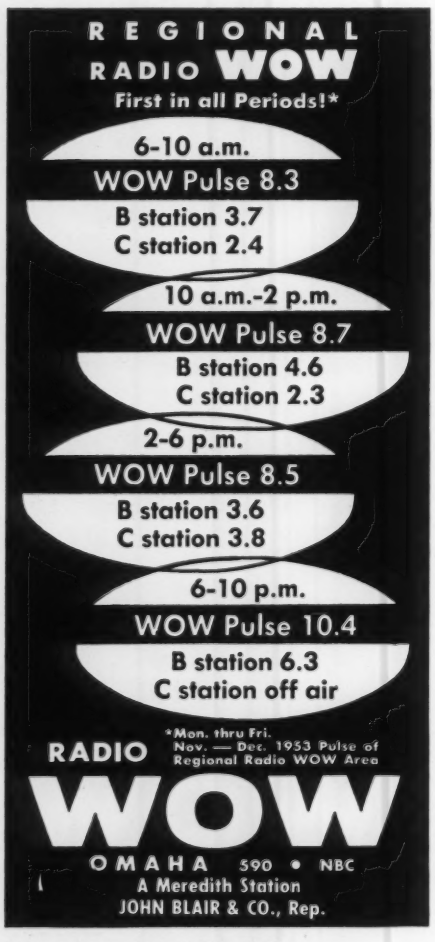
KQV Appoints Raymer Co.

KQV Pittsburgh has appointed Paul H. Raymer Co. as its national representative effective April 1, Gunnar O. Wiig, station executive vice president, said last week. James F. Murray, station manager, will confer with Raymer officials this week in New York, Mr. Wiig said.

REPRESENTATIVE APPOINTMENTS

WHEN Syracuse (formerly WAGE) has appointed the Katz Agency, N. Y., as its national advertising representative. WHEN is owned by the Meredith Syracuse Corp., affiliate of the Meredith Publishing Co., which is parent organization for WHEN-TV Syracuse, KPHO-AM-TV Phoenix, KCMO-AM-TV Kansas City and WOW-AM-TV Omaha.

CKWS-TV Kingston, Ont., appoints All-Canada Television, Toronto, as exclusive representative.



ABC-TV'S 'GAME OF WEEK' HITS SNAG

Misunderstanding by club owners prompts cancellation of training season series.

TV STATIONS in all major league cities will not carry ABC-TV's *Game of the Week* baseball telecasts for the remainder of the spring training period or during the regular season, it was made clear last week.

That is the upshot of a situation which had ABC and some of its affiliates in a quandary last week after a false report that major league owners had decided to prohibit all such telecasts back to their own respective cities. In some instances, too, the displeasure of local sponsors was incurred.

The *Game of the Week* schedule involves games of the Chicago White Sox, Cleveland Indians and Philadelphia Athletics under ABC-TV's agreement, in part, with Falstaff Brewing Co. as part sponsor. It pertains to all major cities, including Chicago and Milwaukee which were summarily blacked out during the first spring game, and to minor league areas where the local club is playing at home.

Thus, WBKB (TV) Chicago, WOKY-TV Milwaukee, KSD-TV St. Louis, WXYZ-TV Detroit and other stations have made other commitments as the outgrowth of cancellations which arose from a misunderstanding over baseball tv restrictions. New York, Philadelphia and Cleveland had not planned to carry a preseason slate of five games, and thus were not affected by the cancellation involving the Chicago White Sox-Philadelphia Phillies telecast March 13.

Confusion Described

The confusion was described in New York by Leslie Arries, sports director of ABC-TV, as a misunderstanding over the distinction between exhibition and regular season games.

Falstaff had contracted to sponsor ABC-TV telecasts of some 30 training and regular season contests in perhaps 65 or so markets, excluding all major league cities and games in minor league areas when the local team is playing at home. ABC-TV planned to sell the other markets—perhaps an additional 65—on a co-op basis.

It was reported March 12 that major league owners decided to prohibit all telecasts to major league towns, which was written in the contract but apparently it was not understood by ABC as covering individual pacts for exhibition games. But this was denied subsequently by Warren Giles, National League president. He said such action would run afoul of FCC regulations, and intimated it might be anti-trust in implication.

WBKB was cut off after the second inning of the Sox-Phillies game, with little advance warning, and WOKY-TV after the third inning. Both had sold the telecasts locally. KSD-TV, WXYZ-TV and four other unidentified outlets were advised in advance not to carry the game.

WOKY-TV said it advised viewers it had been informed by ABC that the National League requested the American League teams not be televised into NL territory.

Another report said the White Sox had sought and received permission from the Phillies to televise the game to Chicago because of the Sox' participation in the *Game of the Week* program. A Phillies spokesman was quoted as saying he understood the telecast would go only to Chicago and not coast to coast. He then withdrew permission.

Praise to 'Town Meeting'

SPECIAL message from President Dwight D. Eisenhower praising ABC's *America's Town Meeting of the Air* (Tuesday, 9-9:45 p.m. EST) for contributing to "a firmer friendship" between the U. S. and Mexico was read at the outset of the program last Tuesday. The broadcast originated in Mexico City.

The President's message was a highlight of the program, which offered a discussion on "How Can We Strengthen Mexican-U. S. Friendship?" The visit of the program to Mexico City was in connection with the Town Hall of New York's six-week discussion project on Mexico.

DuMont Adds Hubbell, Kiser To Account Executive Staff

ADDITION of Richard W. Hubbell and Howard S. Kiser to the account executive staff of the DuMont Television Network was announced last week by Gerry Martin, director of network sales.

Mr. Hubbell has been active in the broadcasting and telecasting field since 1939 and has held posts in all phases of the industry. He served most recently as assistant to the president of the Easton (Pa.) Publishing Co. and as general manager of WGLV (TV) Easton and WEEX-FM Easton. He previously had been television development officer for the U. S. Dept. of State and also had served in executive posts with CBS, WLW Cincinnati and WOR New York. Mr. Hubbell is the author of *4,000 Years of Television* and *Television Programming and Production*.

Mr. Kiser comes to DuMont from Hearst's *American Weekly* division, where he had served since 1943 as an advertising sales executive. In that capacity, he handled such accounts as R. R. Squibbs & Sons, General Electric Corp. and R. J. Reynolds Tobacco Co.

'Oscar' Awards Slated For 100 NBC-TV Stations

AN ESTIMATED tv audience of 43,000,000 will view the 26th annual Academy of Motion Picture Arts & Sciences "Oscar" presentations on 106 NBC-TV stations (also carried on 190 NBC-Radio stations, Thursday 10:30 p.m.-12 midnight EST). Sponsored at a cost of $275,000 by Oldsmobile Division of General Motors, through D. P. Brother & Co., Detroit, NBC paid AMPAS a reported $115,000 for radio-tv rights. The two-hour awards ceremony, televised for the first time last year by NBC and sponsored by RCA Victor, was seen by approximately 34 million viewers on 61 tv stations and heard by listeners on 191 radio stations.

Motion picture producer-director Mitchell Leisen is general director for the ceremony. Other credits include Donald O'Connor, m.c. for Hollywood portions originating from RKO's Pantages Theatre; Frederic March, m.c. for New York segment from Centre Theatre; Richard Carlson, radio commentary; William Kayden, production supervisor on 1953 Academy telecast, and George McGarrett, Hollywood and New York producers, respectively; William Bennington and E. Grey Lockwood, Hollywood and New York directors, respectively; and Billy Daniel, active on recent NBC-TV *Colgate*

Comedy Hour, choreographer.

Among the motion picture nominations are such familiar tv names as Eddie Albert, former star of his own NBC-TV program and frequent guest artist; and Brandon De Wilde, star of ABC-TV's *Jaimie* (supporting actors for Paramount Pictures' "Roman Holiday" and "Shane," respectively; Burnett Guffey, cinematographer for Screen Gems on many NBC-TV *Ford Theatre* films (black-and-white cinematography for Columbia Pictures' "From Here to Eternity"); Jean Louis, costume supervisor for Screen Gems (black-and-white costume design for Columbia Pictures' "From Here to Eternity"), and Louis Forbes, partner in Forbes-Goldstone Productions, recently formed to film musical tv programs (music score for "This Is Cinerama").

NBC Details Changes In Natl. Adv. Shift

Jacob A. Evans, now responsible for all national advertising, reports to Robert Sarnoff, executive vice president. Other personnel changes announced.

DETAILS of the consolidation of NBC's national advertising activities under Jacob A. Evans, newly named director of national advertising and promotion [B•T, March 15], were announced last week by Robert W. Sarnoff, NBC executive vice president.

In his new role Mr. Evans—who headed advertising and promotion for both radio and television before last summer's divorcement of radio and tv activities, and who since then had headed the department for NBC-TV—will now be responsible for all national advertising and all national direct mail promotion for the various operating divisions of the company, for all NBC institutional advertising, and for all network audience promotion. He will report to Mr. Sarnoff.

Explaining the changes, Mr. Sarnoff said:

The operating divisions of the company will continue to be responsible for sales presentations, sales information material, program availability data and promotional material for sales development within their individual fields. The owned-and-operated stations will be wholly responsible for their own on-the-air promotion. Local promotion campaigns on behalf of individual owned-and-operated stations will be coordinated with the national advertising and promotion department at the planning stage, and will be conducted by the individual stations in accordance with the general pattern developed from such coordination.

Other appointments and responsibilities announced by Mr. Sarnoff:

Ridgway Hughes, who has been director of advertising and promotion for the NBC Radio network, becomes radio network sales presentation manager and is responsible for all sales presentations, sales and program availability information material for the radio network. On these matters he will report to Fred Horton, director of radio network sales.

David Hedley, television network sales presentation manager, is responsible for similar functions for the tv network, reporting on these matters to Walter Scott, administrative sales manager.

Harold Shepard, who has been sales development, advertising and promotion manager for national spot sales, becomes manager of new business and promotion for the Spot Sales department. He is responsible for that department's sales presentations, research, sales and program availability information, promotion assistance to represented stations, sales planning and new business development. On these matters he reports to Thomas McFadden, director of National Spot Sales.

Reporting to Mr. Evans in the national advertising and promotion department are John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.

NBC NETWORKS ADD FOUR AM, THREE TV

AFFILIATION of four radio stations and three television station with NBC Radio and Television networks was announced last week by Harry Bannister, NBC vice president in charge of station relations.

A new television affiliate, effective May 1, is WDEF-TV Chattanooga, which will operate on ch. 12. It is owned by WDEF-TV Broadcasting Co., with Carter M. Parham as president.

Others are KBES-TV Medford, Ore. (ch. 5), owned by the Southern Oregon Broadcasting Co. and KIEM-TV Eureka, Calif. (ch. 3), owned by the Redwood Broadcasting Co.

Three of the four radio stations are in Hawaii and are known as the All Hawaiian Network. They are KMVI Maui, KIPA Hilo and KTOH Kauai, and have joined NBC through an arrangement with KGU Honolulu, network affiliate there, whereby they will be "fed" programs by KGU. The other new NBC Radio affiliate is KSWS Roswell, N. M., effective June 1. It is owned by John A. Barnett and operates on 1230 kc with 250 w.

DISCUSSING NBC-TV's new *Home* show are (l to r) Jay Royen, director of publicity for NBC o&o outlets WNBW (TV) and WRC Washington; Vice President Richard Nixon, who presented a box of Capitol Hill soil for the indoor garden of the *Home* set, and Carleton D. Smith, NBC vice president and general manager of WNBW-WRC.

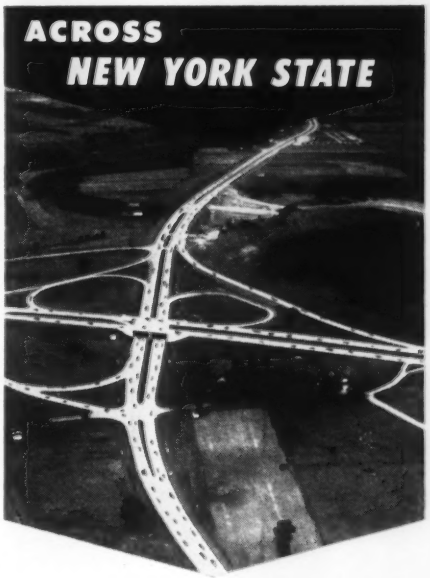
Great Western in Black After First Six Months

THE Great Western Network of 10 NBC-affiliated stations in Montana, Idaho and Utah has completed six months of operation in the black with the future business outlook optimistic, it was announced at a meeting of the 10-station group in Salt Lake City.

The station managers discussed the possibility of expanding the network to include additional Rocky Mountain market area stations and considered several new programming ideas and tentative schedules for saturation campaigns currently being planned by regional advertisers.

Station owners and operators at the meeting included:

E. B. Craney and Arne Anzjon, representing



an EXTRA AUDIENCE
OF THOUSANDS
IS ON THE MOVE

All summer long, cars loaded with prospects for your products roll on in an unending procession along the new New York State Thruway and other thousands of miles of WHAM-covered highways. More than 70% of these cars are radio equipped thus creating a tremendous plus or extra audience.

The strongest radio station signal heard at all points along the new super highway and byways between Syracuse and Buffalo is WHAM.

The WHAM coverage area embraces 26 counties. In these counties there is a vast permanent audience riding in nearly a half million automobiles. In addition there is an annual influx of thousands of visitors. These listeners are ready to buy and shop anywhere along the route, motivated by your sales message on WHAM.

People succumb to the call of the open road, get out of the house during the summer months . . . reach them in their automobiles, on the move, with a program or spots on WHAM.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

NETWORKS

the Z-Bar network Montana stations KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls and KXLL Missoula; Ed Yocum, KGHL Billings, Mont.; Mr. & Mrs. Henry H. Fletcher, KSEI Pocatello, Idaho; Walter E. Wagstaff, KIDO Boise; Mrs. Florence M. Gardner, KTFI Twin Falls; G. Bennett Larson, president-general manager, KDYL Salt Lake City, the key station; A. J. Murtha, GWN comptroller; Holly Moyer, GWN sales manager; Alvin G. Packs, KDYL and GWN program director; Douglas R. Clawson, sales director, and Glenn Shaw, radio sales manager, both KDYL.

WCHS-TV, KSWM-TV Go CBS

WCHS-TV Charleston, W. Va., will join CBS-TV as an affiliate July 15 and KSWM-TV Joplin, Mo., will join the network Aug. 15, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WCHS-TV (ch. 8) is owned and operated by the Tierney Co. with John T. Gilder Jr. as general manager. KSWM-TV (ch. 12) is owned and operated by Air Time Inc. with Austin Harrison as general manager.

CBS, Kurlan Settle Suit

OUT-OF-COURT settlement for a "very substantial figure" has been made in writer-producer Arthur Kurlan's $3 million damage suit against CBS, its Board Chairman William S. Paley and others.

The plagiarism suit, in the courts since 1947, charges CBS-AM-TV's *My Friend Irma* is a misappropriation of the Ruth McKenney "My Sister Eileen" stories to which Mr. Kurlan claims all radio-tv rights.

ABC's Harrison Sees Increased Simulcasting

DURING 1954 there will be increasing use of the radio-tv simulcast by which an advertiser benefits by using complementary media and additionally can profit from a single merchandising operation in both media.

This prediction was voiced by Jerome B. Harrison, eastern television sales manager for ABC, in a talk before the New York U. advertising seminar in Pittsburgh. He cited studies of the CBS Arthur Godfrey morning show simulcast which showed, Mr. Harrison said, that over a four-week period a housewife both viewed and listened to the program in a pattern that delivered more home visits than would have been delivered by either medium alone.

PROFESSIONAL SERVICES

McIntosh Opens Lab For Hi-Fi Systems

FRANK H. McINTOSH, Washington consulting engineer, has announced the opening of his second research laboratory in Chevy Chase, Md., under the name of McIntosh Electronics. New firm, soon to be incorporated, will be devoted to electronic research and the construction of custom-type power amplifiers and modulators using the McIntosh circuit for home high-fidelity systems.

MR. McINTOSH

Located at 5232 River Rd., Chevy Chase, and covering 2,000 sq. ft., McIntosh Electronics' operations will be headed by Kenneth Owen, formerly with Radio Free Europe in Germany, and Fred Blendinger, previously with the Air Force psychological research group, Mr. McIntosh stated. Associates of the McIntosh consulting engineering office will be available for research projects, he said, "and for designing of high quality modulators for broadcasters wishing to modernize their present plants."

Other McIntosh laboratory is located at Binghamton, N. Y. Mr. McIntosh's consulting office is in Washington's Wyatt Bldg.

Goldberg Consultancy Office Opened in D. C.

MELVIN A. GOLDBERG, who resigned as acting executive secretary of the Uhf Tv Assn. [CLOSED CIRCUIT, Feb. 1], has opened a Washington, D. C., office as communications and research consultant. Mr. Goldberg was director of sales planning and research for the DuMont Television Network and was deputy director of the Office of Research and Evaluation, U. S. Information Agency, before joining the uhf group last year. Mr. Goldberg will specialize in tv and radio programming and research. His office is at 1515 Ogden St., N.W. Washington, telephone Tuckerman 2-0968.

MR. GOLDBERG

MANUFACTURING

RCA Announces New Color Film Camera

A NEW color film camera, using three Vidicon tubes and dichroic mirrors, was announced by RCA last week.

Priced at an estimated $37,700, the new "3-V" camera is scheduled for initial delivery late this year, RCA said.

"With the 3-V camera, many broadcasters can use present black-and-white film and slide projectors with only minor modifications," A. R. Hopkins, manager of RCA broadcast marketing, said. "Equally important, they can use a single 3-V camera to select up to three picture sources and shift from one to another simply and instantaneously."

The new camera will be used with a special optical multiplexer, also being placed in production by RCA. This unit can be used with two motion picture projectors—either 16mm or 35mm—and a dual-disc, single-lens, 2x2-in. slide projector.

Selection of the 3-V camera followed months of development and comparative studies of three methods of televising film subjects in color. Others involved use of a flying spot scanner and phototubes with either a special 16mm fast-pulldown projector or a special 35mm continuous film projector. With either of these two systems, a separate signal generating system would be required for each projector in use.

Federal's New Film Camera

FEDERAL Telecommunication Labs, Nutley, N. J., announced last week it has added a newly developed camera for televising film to its line of television broadcast equipment. The camera chain (FTL-105A) uses a small photoconductive camera tube and is said to produce "high definition and excellent contrast range."

The camera contains a small camera head weighing 7½ pounds, a control monitor and a rack-mounted power supply.

RCA Color Bar Generator Developed for Set Testing

A COLOR bar generator which transmits a single, narrow color strip that is hardly noticeable on black-and-white screens but which tells an installer whether the color set is correctly installed, was announced by RCA Service Co. last week.

The device, which will cost stations $275-$300, was developed by RCA in answer to a requirement for an on-the-air color signal to aid servicemen installing color sets. It obviates the need for any break in black-and-white transmissions in order to broadcast a color test pattern. Color bar signal can be broadcast intermittently, or at station breaks, at the will of the station, according to E. C. Cahill, RCA Service Co. president, who showed the device to FCC commissioners and staff in Washington two weeks ago.

RCA already has developed two instruments for servicemen for color installation work. One is a color dot generator and the other a color bar generator. These are used by servicemen in home installations. An off-the-air bar generator was required in order to check transmission path, antenna and transmission line installation, possible only with broadcast signal. The bar signal could also be used by a home

Recorded from life with utmost realism and fidelity.
Pressed on double faced 78 r.p.m. vinyl plastic discs.

..a complete sound library

OVER 1000 SUPER Sound Effects

send for free catalog

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

A good "sound" buy since 1934

viewer to check performance of his color set prior to a colorcast, Mr. Cahill pointed out.

Bar showed up on color receiver at Washington demonstration as a greenish-yellow stripe. On a monochrome receiver, the bar showed up as a cross-hatch area, so indistinct that it had to be pointed out to many viewers at the demonstration.

GE ANNOUNCES COLOR TV PRICES

GE has announced its prices for color tv equipment for stations.

Divided into three packages, the equipment and prices are:

Phase I—for transmitting network colorcasts, including special equipment but no charge for modification of existing black-and-white transmitter, $7,258 for vhf, $8,758 for uhf.

Phase II—for broadcasting color slides and films, including flying spot scanner, slide scanner for 2x2-in. slides and continuous motion film projector and miscellaneous equipment, $68,178.50.

Phase III—for originating live studio color programs, including portable camera chain, monitor, mixer, etc., $28,000, plus Chromacoder which takes field sequential output from camera and encodes it into NTSC standards, $44,000. The camera and Chromacoder are CBS developments, licensed for manufacture by GE [B•T, Feb. 1].

Government Files $593,938 Tax Lien Against Muntz Tv

TAX LIEN for $593,938 was filed by the federal government against Muntz Tv Inc. last Tuesday, claiming withholding taxes for the period ended Dec. 31, 1953, and unspecified excise taxes for December.

At the same time trustees and creditors of Muntz Tv, which is being reorganized under the Federal Bankruptcy Act [B•T, March 15], have agreed to keep the firm operating rather than liquidate it.

Wick to CBS-Columbia Post

APPOINTMENT of Merle Wick as financial administrator of CBS-Columbia, television and radio receiver manufacturing division of CBS, was announced last week by Seymour Mintz, president. Mr. Wick will be in charge of the financial, accounting and general office administration at CBS-Columbia. For the past two years, Mr. Wick had been comptroller of CBS Inc. No successor has been named to fill that post.

RCA DETAILS NEW UHF TRANSMITTER

DETAILS of its new uhf transmitter [B•T, Jan. 25] were made public last week by RCA, which calls it "the first high-power uhf transmitter to use conventional type tubes throughout." The unit (Type TTU-12A) was made possible, RCA said, by development of the RCA 6448 tube, "most powerful uhf beam-power tube so far produced as a standard type."

The new uhf transmitter provides a full 12½-kw output at the low end of the uhf band, with a 10% allowance made for losses in the filterplexer. As losses are usually less than 10%, the actual output on some channels is nearly 14 kw, the company stated. With a non-directional high-gain uhf Pylon antenna the transmitter is capable of an effective radiated power of 300 kw; with a directional Pylon it can produce up to 500 kw in one direction.

A. R. Hopkins, manager of broadcast marketing activities of the RCA Engineering Products Division, pointed out that the uhf beam-power tubes used in both visual and aural power amplifiers are small and easy to handle, fitting into a "glide-in" cavity assembly for rapid interchange. "Power consumption of the TTU-12A is lower than that of any other uhf transmitter of equivalent power," he said, "and tubes cost only about half as much. On the basis of conservative estimates, these factors offer savings up to $34,000 on a 10-year operation." The transmitter is designed for color as well as for monochrome telecasting.

Emerson to Lease Color Tv Receivers for $75 Monthly

EMERSON Radio & Phonograph Corp., New York, last week announced a $75 monthly rental charge for Emerson color receivers, although the fee for the initial month will be $200 for delivery and installation expenditures.

Deliveries under the plan will start the first week in April, Mr. Abrams said, with initial deliveries to be confined to New York, Philadelphia, Chicago, and Los Angeles.

Stromberg-Carlson Gain

ANNUAL report of Stromberg-Carlson Co., Rochester, N. Y., released last week, showed that 1953 consolidated net sales of all divisions, including broadcasting, amounted to $65,241,861 as compared with $48,098,209 in 1952 and earnings were $1,667,308 as against $1,240,756 in 1952.

The 1953 consolidated gross income of radio and television stations operated by the company's broadcasting division [WHAM-AM-TV, WHFM (FM)] was said to be "the highest in its history," with the greatest gain reported from the sale of time on WHAM-TV Rochester. The reports noted that the clear-channel WHAM showed about the same gross income as in 1952, "despite local competition from television and five radio stations," but expressed confidence that the radio station will "continue to operate at a good profit."

Zenith Reports 1953 Sales 'All-Time High'

ZENITH Radio Corp., Chicago, last Thursday reported consolidated net profits of $5,631,701 and consolidated sales of $166,733,276 for the fiscal year ending Dec. 31, 1953.

In a statement accompanying the stockholders' report, Eugene F. McDonald Jr., Zenith president, said profits reflected a reduction of $576,656 covering damage and loss from a flood that struck the Wincharger Corp., its Sioux City tower construction subsidiary, last year. Before the reduction, net profits were $6,208,357, compared to $5,845,933 for 1952. Sales set "an all-time high," topping the previous record set in 1952 by 21%.

Comdr. McDonald also noted that the Rauland Corp., Zenith's cathode ray tube subsidiary, "continued to be faced with unrealistic

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

pricing conditions in the industry and as a result was unable to earn a profit."

The Zenith president also reported gratification over "increasing interest in Phonevision expressed by broadcasters, promoters and the general public," and "great progress" in development of several Phonevision systems which need no telephone company facilities.

The report added that, "when a color receiver can be made with good picture size, simplified circuits and popular prices, Zenith will be making that receiver."

Claiming that competition for advertising dollars became "frightening in 1953" and referring to the "faulty economics" of the tv industry, the report claims many broadcasters, particularly in uhf station areas, have begun "to reappraise subscription television." The reference was to financial losses incurred by some stations and turnback of permits by others, as well as few applications for grants in communities of less than 10,000 people.

New GE Color Tv Tubes

GENERAL ELECTRIC Co. has announced development of four new receiving tube types for color tv sets—the 2V2 high-voltage rectifier, the 5AU4 high-output, full-wave rectifier, the 6AR8 sheet-beam synchronous detector and the 6BU5 high-voltage pentode for shunt regulation. These tubes, along with the 6BJ7 D-C restorer for color tv sets announced by GE some months ago, will be on display at the IRE engineering show in New York this week. Production will begin during the next 60 days at two GE tube plants.

Transmitting Equipment

TRANSMITTER SHIPMENT

Station	Power	Band	Use
General Electric Co.			
WSEE (TV) Erie, Pa.	12 kw	tv (ch. 35)	new station

ORDER

General Electric Co.			
WDBO-TV Orlando, Fla.	35 kw	tv (ch. 6)	new station

GE also reported the shipment of a 12-bay antenna to WLWA (TV) Atlanta (ch. 11), and the receipt of an order for a 6-bay antenna and full studio gear for WDBO-TV.

QUEBEC CARTB CONVENTION TO FEATURE REPORT BY ALLARD ON INDEPENDENT TVS

Executive vice president of the association will tell the assembled broadcasters they are largely responsible for the existence of private ventures in television.

ENTRY of independent broadcasting stations into the Canadian television field in the past year and the need for more intensive selling in the months ahead will feature the annual report of T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters tomorrow (Tuesday) at the 29th annual meeting at the Chateau Frontenac Hotel, Quebec. Mr. Allard will deal with all aspects of CARTB activities at a closed meeting of the association.

CANADA

In reporting on the presence of Canadian independent television broadcasters who have stations on the air at this meeting, Allard is expected to recall that barely three years ago it was a safe bet that private capital, and certainly independent broadcasters, would not be permitted in Canadian television for at least a decade. In his report Allard points to the united endeavors of the CARTB membership and the aggressive leadership for the existence of independent tv stations in Canada today.

Planning and Selling

Much of his report will be devoted to the need of more planning and more intensive selling during the changing economic period. He urges broadcasters to study their market and audience more carefully and to make "a serious questioning of many of the shibboleths of broadcasting that have become cloaked with the respectability of dogma, yet with little if any facts to support them."

Mr. Allard will review the association's activities, including its relations with the advertiser and advertising agency associations, and the wide use of program material distributed by CARTB on behalf of publicizing advertising as a means of maintaining economic freedom. He also is expected to refer to relations with the Canadian Broadcasting Corp., the Canadian Copyright Appeal Board, the Canadian Parliamentary report on broadcasting, and appearances of CARTB directors before various government bodies. There also is reference in his report to a CARTB program, *Chatting with the Listeners*, used by many stations to tell the radio audience about the broadcasting business.

Mr. Allard reports 125 members and 39 associate members now in the CARTB. The association is continuing to provide scholarships to encourage a trained and useful personnel pool, the report points out.

CHSJ-TV Starts Today; To Air Kinescope, Film

CHSJ-TV St. John (ch. 4), scheduled to be the first Canadian tv station to go on the air east of Montreal today (Monday), will carry primarily kinescope and film programs, according to its advance program schedule.

CANADA

The station will carry mostly CBS-TV network shows on film, most of them sponsored. Programming will be four hours nightly Monday thru Friday, and seven hours on Saturday and Sunday. Station rates are from $165 an hour on class A time. CHSJ-TV has two studios for live announcement shows, Canadian General Electric equipped.

George A. Cromwell, manager of CHSJ is also manager of the tv operation. J. G. Bishop is chief engineer of CHSJ-TV, T. R. Dowling is technical director, John MacFarlane is film editor, Earl McCarron is program director, and Jene Wood is in charge of women's features. The station is represented by All-Canada Television, Toronto.

Newfoundland Tv Bid To Be Heard by CBC

APPLICATION for the first television station license in Newfoundland will be heard at the next meeting of the board of governors of the Canadian Broadcasting Corp. on April 2 in the Railway Committee Room of the Canadian Parliament Bldgs. at Ottawa.

CANADA

Applicant is Newfoundland Broadcasting Co. Ltd., St. John's, owner of CJON St. John's. Application is for ch. 2 with 1.06 kw video and 0.634 kw audio, with antenna 359 feet above average terrain.

Application for a tv station at Peterborough, Ont., deferred from the Jan. 29 meeting, will be heard with CHEX Peterborough requesting a license on ch. 12 with 102 kw video and 61.2 kw audio, and another group headed by H. H. May, radio announcer of Toronto, requesting a station at Peterborough on ch. 12 with 32.4 kw video and 17.5 kw audio power.

New Am Station

A new am station is being applied for by Gibson Bros. Ltd., for North Vancouver with 1 kw on 1070 kc. CFGP Grande Prairie is asking for an increase in power from 1 kw to 5 kw on 1050 kc, and CKBL Matane has a similar power increase before the board on its present 1250 kc frequency. CKDA Victoria is asking for increase from 250 w on 1340 kc to 5 kw on 1280 kc; CKLB Oshawa is requesting increase from 250 w on 1240 kc to 5 kw on 1350 kc; and CKVL Verdun is asking for increase from 1 kw on 980 kc to 10 kw on 850 kc. CKLC-FM Kingston has a request for change of fm frequency from 88.9 mc to 99.5 mc.

CBC board also will hear applications from CHOK Sarnia and CJIC Sault Ste. Marie, Ont., for corporate name changes, and for share transfers by CKBW Bridgewater, CFNB Fredericton, CKBB Barrie, CKOY Ottawa, CJAD Montreal, and CFQC Saskatoon.

A number of am stations whose licenses expire this year will have their activities reviewed in connection with recommendations of the CBC board for a further three year license term. The CBC has not announced which stations come in this category or whether personnel from these stations will appear before the board to answer questions.

India's 1954 Radio Annual

THE *Radio Times of India*—India's own radio magazine—has published its 1954 annual edition. Celebrating its ninth year of publication, the *Radio Times* is owned by Lakhanpal Ltd., Bombay. The annual includes articles by well-known Indian radio personalities and also covers radio and tv news of the world.

INDIA

NABET Leader in L.A. Quits; Supports IBEW

CHARGING the CIO National Assn. of Broadcast Employes & Technicians with having "inner faults and weaknesses" which make it "inherently too weak" to provide radio and tv workers with the strong national union he deems necessary, KTTV (TV) Hollywood engineer Robert F. Goldman resigned last week as member of NABET's Fifth Region executive board, vice president of its Hollywood chapter and unit chairman of the station.

He urged members to give their support to the AFL International Brotherhood of Electrical Workers (IBEW). His letter of resignation was to National President Clifford Rothery.

"One union for all radio-television men" is necessary in the larger picture nationally, Mr. Goldman told KTTV engineers last week in a statement. He stressed that "NABET will never be that union" and "NABET will never assimilate the IBEW."

After Mr. Goldman's blast, IBEW Broadcasting-Television Recording Engineers, Local 45, through Harry Stillman, business manager, announced it will petition the National Labor Relations Board for a collective bargaining agency election for KTTV engineers. The local already has a similar petition on file for stagehand employes of KHJ-TV Hollywood.

WOR Without Musicians For Third Straight Week

WOR-AM-TV New York continued operations without musicians last week as the dispute between the stations and Local 802, American Federation of Musicians, entered its third straight week.

Spokesmen for both parties acknowledged there were no prospects in sight for an immediate settlement because of a basic difference in philosophy on the method of employing musicians. The dispute began at midnight Feb. 27 when an extended contract expired and the stations notified the local that their relationship had terminated. The stations had offered to hire musicians on a "per program" or "as needed" basis, but rejected a union demand for continuance of a musicians' staff. The local accused WOR-AM-TV of "locking out" 40 staff musicians who had been employed there.

Several meetings with the Federal Mediation and Conciliation Service failed to reach an agreement.

The local, which had claimed a "moral victory" 10 days ago when the New York State Supreme Court denied a motion by the stations for an injunction against picketing [B•T, March 15], revealed Friday that it plans to take "the fight right to the public."

Present plans call for half-page newspaper ads in the *Times, News, Mirror* and *Post* and several trade publications, under the heading, "WOR Wants Music But Not the Musicians Who Created It."

SAG Appeals to AMPP After M-G-M Won't Pay

M-G-M's refusal to give Ann Blyth added payment after permitting Colgate-Palmolive Co., without cost, to use film clips of the movie "Rose Marie," starring the actress, for Lustre Creme tv commercials, has resulted in Screen Actors Guild turning the controversy over to the Assn. of Motion Picture Producers for adjustment.

SAG contends M-G-M's action may set a precedent that would spread to other tv advertisers. M-G-M, however, maintains it is well repaid in exploitation of the feature movie by allowing the clips to be used and further declares its contract with the guild contains no such added payment provision.

NLRB Orders Vote By P.R. Performers

ELECTIONS will be held to give certain performers in Puerto Rico the right to decide if they wish to be represented by Gremio de Prensa, Radio, Teatro y Television de Puerto Rico, Independente, under a ruling by National Labor Relations Board in a case involving McCann-Erickson and other agencies.

NLRB ruled the agency is the employer under certain contracts, the role of employer depending on the actual function performed by the various parties involved in the programs.

The case was described as an interesting point in broadcasting labor relations but not likely to alter industry bargaining patterns. In the U. S., agencies frequently are employers of talent, usually signing a letter of adherence to network contracts. In some cases the sponsor is the employer, but generally passes negotiation rights to the agency which in turn follows the network patterns in AFTRA negotiations.

For tax purposes, U. S. agencies take the position, as a rule, that the sponsor is the employer and the agency merely acts as agent for the sponsor.

NLRB is to reopen the Puerto Rican cases to take further evidence.

UPCOMING

MARCH

March 22: Tennessee Assn. of Broadcasters, Nashville.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 23: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.

March 25-27: West Virginia Broadcasters Assn., Frederick Hotel, Huntington.

March 26: 1953 duPont Radio & Television Awards dinner, Mayflower Hotel, Washington, D. C.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

March 28-30: Arkansas Broadcasters Assn., Albert Pike Hotel, Little Rock.

March 29-30: Briefing conference on communications law and regulation, sponsored by Federal Communications Bar Assn., Sheraton Park Hotel, Washington.

March 29-30: NARTB Tv Code Review Board, Washington, D. C.

March 31: Testimonial dinner for Judge Justin Miller, retiring NARTB board chairman, Mayflower Hotel, Washington, D. C.

APRIL

April 1: Comments due on FCC proposed license fees.

April 2: Canadian Broadcasting Corp., board of governors, Railway Committee Room, Parliament Bldgs., Ottawa.

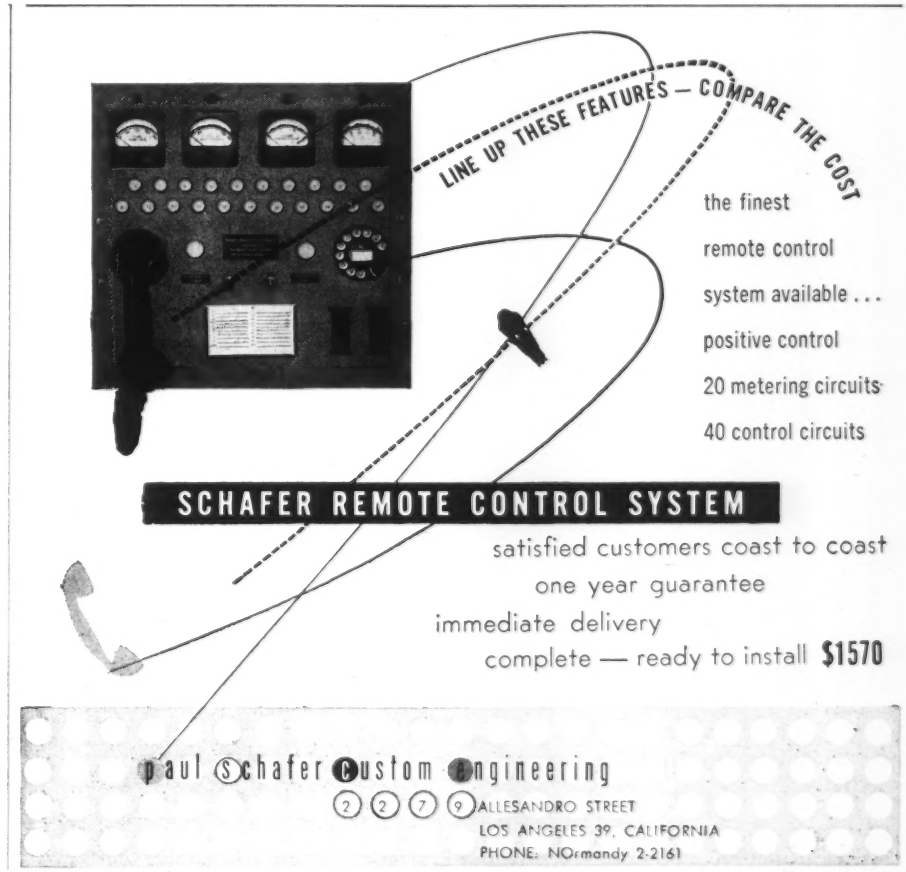
April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

SPECIAL LISTING

BMI Program Clinics

March 22: Birmingham, Ala.; Nashville, Tenn.
March 24: Atlanta, Ga.; Louisville, Ky.
March 26: Orlando, Fla.; Huntington, W. Va.
March 29: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio

[Other clinics scheduled through June 25]



Station Authorizations, Applications
(As Compiled by B • T)

March 11 through March 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

	AM	FM	TV
Licensed (all on air)	2,522	525	101
CPs on air	7	29	†278
CPs not on air	128	19	198
Total on air	2,529	554	†379
Total authorized	2,657	573	577
Applications in hearing	129	4	183
New station requests	154	3	99
Facilities change requests	141	22	26
Total applications pending	897	108	262
Licenses deleted in Feb.	1	2	0
CPs deleted in Feb.	0	0	5

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through March 17

	On Air	Licensed	CPS	Appls. Pending	In Hearing
Am	2,529	2,531	131	155	129
Fm	560	531	48	2	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	224	301	252[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	241	127	368
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	911	337	704	525	1,230[2]
Educational	25		26	26	25[3]
Total	963	337	730	551	1,283[4]

[1] Fifty-eight CPs (11 vhf, 47 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 548 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Montpelier, Vt.—WCAX Bcstg. Corp. (WCAX Burlington, Vt.), granted vhf ch. 3 (60-66 mc); ERP 18.3 kw visual, 9.65 kw aural; antenna height above average terrain 2,729 ft., above ground 116 ft. Estimated construction cost $200,619, first year operating cost $72,000, revenue not estimated. Post office address 135 Main St., Burlington, Vt. Studio location on Main St., near School St. Transmitter location on Mount Mansfield, 6.25 mi. east of Underhill. Geographic coordinates 44° 31' 36" N. Lat., 72° 48' 57" W. Long. Transmitter Gates, antenna RCA. Legal counsel Hanson, Lovett & Dale (Eliot C. Lovett), Washington. Consulting engineer George E. Gautney, Washington. Principal owner is President and Treasurer **C. P. Hasbrook** (99.7%), whose only business interest is WCAX. Granted March 12.

Existing Tv Stations . . .

ACTIONS BY FCC

KSAN-TV San Francisco, Calif.—S. H. Patterson granted STA to operate commercially on uhf ch. 32 for the period ending July 22. Granted March 5; announced March 16.

WSJV (TV) Elkhart, Ind.—The Truth Pub. Co. granted STA to operate commercially on uhf ch. 52 for the period ending Aug. 3. Granted March 10; announced March 16.

WHO-TV Des Moines, Iowa—Central Bcstg. Co. granted STA to operate commercially on vhf ch. 13 for the period ending May 3. Granted March 5; announced March 16.

WTLO (TV) New Orleans, La.—New Orleans Tv Co. granted modification of CP for uhf ch. 20 to change ERP to 191 kw visual and 102 kw aural. Granted March 8; announced March 16.

KFBB-TV Great Falls, Mont.—Buttrey Broadcast Inc. granted STA to operate commercially on vhf ch. 5 for the period ending Sept. 21. Granted March 11; announced March 16.

WMUR-TV Manchester, N. H.—Radio Voice of N. H. Inc. granted STA to operate commercially on vhf ch. 9 for the period ending April 26. Granted March 5; announced March 16.

WLEV-TV Bethlehem, Pa.—Associated Bcstrs. Inc. granted modification of CP for uhf ch. 51 to change ERP to 7.41 kw visual, 3.98 kw aural; antenna height above average terrain 600 ft. Granted March 11; announced March 16.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones granted STA to operate commercially on vhf ch. 4 for the period ending April 12. Granted March 5; announced March 16.

STATIONS DELETED

KCTY (TV) Kansas City, Mo.—Allen B. DuMont Labs Inc. granted request for cancellation of CP for uhf ch. 25 and deletion of call letters. Deleted March 11.

WEOK-TV Poughkeepsie, N. Y.—Mid-Hudson Bcstrs. Inc. FCC deleted tv station on uhf ch. 21 at request of attorney. Dismissed March 10.

WWNY-TV Watertown, N. Y.—The Brockway Co. FCC deleted tv station on uhf ch. 48 at request of attorney. Deleted March 10.

CALL LETTERS ASSIGNED

KTRB-TV Modesto, Calif.—KTRB Broadcasting Co., uhf ch. 14.

WWOK-TV Washington, D. C.—United Broadcasting Co., uhf ch. 50.

WPGT (TV) Clearwater, Fla.—Pioneer Gulf Tv Broadcasters, uhf ch. 32.

WNEX-TV Macon, Ga.—Macon Television Co., uhf ch. 47. Changed from WETV (TV).

KHTV (TV) Hibbing, Minn.—North Star Televising Co., vhf ch. 10.

WHEN-TV Syracuse, N. Y.—Meredith Syracuse Television Corp., vhf ch. 8. Changed from WHEN (TV).

WBLD (TV) Bloomingdale, N. Y.—Great Northern Television Inc., vhf ch. 5.

WTHT (TV) Wilmington, N. C.—Wilmington Television Corp., vhf ch. 3.

WEOL-TV Elyria, Ohio—Elyria-Lorain Broadcasting Co., uhf ch. 31.

KETA (TV) Oklahoma City, Okla.—Okla. Educ. Television Authority, vhf ch. 13. Changed from KOED (TV).

WSHA Sharon, Pa.—Leonard J. Shafitz, uhf ch. 39.

WCHS-TV Charleston, W. Va.—The Tierney Co., vhf ch. 8.

WBLK-TV Clarksburg, W. Va.—Ohio Valley Broadcasting Corp., vhf ch. 12.

WTLB (TV) La Crosse, Wis.—La Crosse Television Corp., uhf ch. 38.

APPLICATIONS

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer seeks modification of CP for uhf ch. 53 to change ERP to 173.8 kw visual, 93.75 kw aural; antenna height above average terrain 531 ft. Filed March 16.

KRBC-TV Abilene, Tex.—Reporter Bcstg. seeks modification of CP for vhf ch. 9 to change studio location to U. S. Route 227, near Abilene. Filed March 15.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. seeks modification of CP for vhf ch. 11 to change transmitter location to 0.5 mile N of Pensaukee, Wis.; ERP to 94.769 kw visual, 56.82 kw aural; antenna height above average terrain 772 ft. Filed March 11.

New Am Stations . . .

ACTIONS BY FCC

Broken Bow, Neb.—Gateway Radio & Tv Inc., granted 1490 kc, 250 w unlimited, antenna height 175 ft. Estimated construction cost $20,394; first year operating cost $36,000, revenue $48,500. Principals include President and Treasurer **T. T. Varney** (63.6%), president Broken Bow State Bank; Vice President **Jacqueline Armstrong** (36.0%), and Secretary **C. A. Owen** (0.4%), rancher. Granted March 17.

Columbia, S. C. — Frank A. Michalak, granted 1470 kc, 1 kw daytime. Estimated construction cost $24,530, first year operating cost $48,000, revenue $60,000. Mr. Michalak is former sales manager for manufacturer of baking ingredients. Post office address 817 Clifton Rd., N.E., Atlanta, Ga. Granted March 17.

Kenedy, Tex.—Kenedy Bcstg. Co. Ltd., granted 990 kc, 250 w daytime. Estimated construction cost $19,897, first year operating cost $25,000, revenue $25,000. Equal (⅓) partners include **Charles F. Harris,** owner of Audio Engineering (retail electronics equipment dealer), and former vice president and general manager of KCOR San

(Continued on page 99)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

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Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

Thoroughly experienced, successful salesman for excellent opportunity. Intangible, dealing with businessmen. Age 35-50. South. Some travel. Salary, plus. Send references (checked only by approval), record, complete details. Box 647C, B•T.

Assistant sales director for established 5kw midwest radio and NBC-DuMont television operation. Job with future for ambitious person with sales background. Send complete information, experience, photo, salary requirement, availability to Box 735C, B•T.

Commercial manager needed for 1 kw full-time midwest independent. Previous experience and successful sales record required. Box 740C, B•T.

New southern station with excellent prospects for future needs good salesman. Must be hard worker and like radio. Send all replies to Box 191, Monroe, Georgia.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

1000 watt daytimer has openings for two first class engineer-announcers. Emphasis on good announcing. $75. per week for 48 hours. Two weeks vacation, liberal sick leave. Send tapes (7½ inches per second) to Box 710C, B•T. Marvelous opportunity for right men.

Announcer needed by midwestern radio-television station, especially interested in a morning man. Please send audition background and salary requirements. Box 714C, B•T.

Top-flight announcer, no drunks or floaters, CBS affiliate, hospitalization, life insurance, bonus and vacation. Starting salary $75.00. weekly. Send picture with first letter. Box 734C, B•T.

Combo—announcer-engineer needed. Large midwest independent regional. Box 742C, B•T.

Good basic voice; willing to learn; good attitude; give full details first letter. Prefer married man under 25. Military status. Location S.E. Washington State. Box 744C, B•T.

Humorous disc jockey—natural sense of humor, amusing ad-lib. Jolly "Gildersleeve," "Jack Kirkwood" type of voice. Actor, show-biz background. Ohio, single. Box 776C, B•T.

Don't apply unless you're ambitious. Good job for young man. First phone, top voice required, $87.40. 40 hours, consistent overtime, future. Send particulars, audition, KREM, Spokane.

Immediate opening. Top combo man with 3 years experience and 1st ticket. Capable of good news and delivery commercials with sales punch. Send tape and background to KSTT, Davenport, Iowa.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WFDF, Flint, Michigan.

Help Wanted

$300.00. per month start, for good (married) combo-man, 37-hours week. ABC station, interview required. WGYV, Greenville, Alabama.

Staff announcer needed for 5kw. Single and from State of Michigan. Send disc to Dick French, WILS, Lansing, Michigan.

Announcer, with or without first class ticket, wanted immediately by full-time NBC station in beautiful Western North Carolina. WPNF, Brevard, N. C.

Salesman-announcer, who has successful early morning show, wanted by San Diego independent. Send tape of show and volume of business and type of accounts sold at retail. 6:00 am-9:00 am, Monday-Saturday shift only, balance of time selling and servicing. Salary plus commission. Send to General Manager, 630 F Street, San Diego, Calif.

Technical

Midwest 5kw radio NBC-DuMont television operation, desires experienced technical director. Exceptional opportunity. Send full details to Box 736C, B•T.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Opportunity male copywriter. Some announcing. Submit samples. Texas. Box 638C, B•T.

Immediate opening for assistant director of 5000 watt college station. Applicants need degree, administrative ability, wide interests, congenial personality and pleasant air voice. Salary $4500-$5000 11 months. Box 711C, B•T.

University assistant professorship, effective September. Master's degree and station programming or sales experience. Nine months' instructing: $4000. Box 719C, B•T.

Copy writer needed for 1kw full-time midwest independent. Box 741C, B•T.

Copywriter with ability to write hard-hitting commercial copy aimed at mass audience. Idea man who can write and produce spots and jingles for our sales organization and have ability to announce, needed. Real opportunity for right man. You'll be joining an organization now operating four successful stations. Starting salary $300., guaranteed raise with ability, hospitalization and year-end bonus. Give full details first letter including pictures, samples of copy and employment record. Write Manager, KYOK, Houston, Texas.

Experienced copywriter, WEAV, Plattsburgh, New York.

News editor for WPAZ, Pottstown, 1000 watt daytime, to gather, edit and broadcast local news. Contacts already established. Salary open. Personal interview required.

Television

Technical

Have immediate opening for tv station technician. Start at $75.00. per week. More if qualified. Emphasis on video maintenance. Contact immediately if interested. Box 721C, B•T.

Director of engineering for vhf station soon to go on the air in thriving southern market and long-established CBS regional radio station, desired within short time. Box 774C, B•T.

Help Wanted—(Cont'd)

Production-Programming, Others

Director—station experience desired—two camera operation, working knowledge of lighting and TS-11 essential. Box 499C, B•T.

Situations Wanted

Managerial

Sales manager—radio or tv—13 years excellent sales record—Mature executive ability—references. Respectfully solicit personal interview. Presently employed. Box 646C, B•T.

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Combination manager-salesman-program director. Experienced. Prefer Florida or south. Box 662C, B•T.

Successful manager with 12 year record of strong sales and programming background. Presently NBC 5kw which grossed 142 thousand 1953. Age 34. Want independent station post in south or east. Box 718C, B•T.

Radio sales and management. Presently employed. Seeking better opportunity. Box 733C, B•T.

Presently employed manager of 250w desires move to operation with greater opportunities. Long, excellent background with proven record. Permanency important. All replies considered in confidence. Box 759C, B•T.

Result getting manager with knowmanship and showmanship. Interesting programming that sparkles and sells. Long, mature managerial and sales in small and medium markets. Has kind of experience so essential to owners who are now learning that good intention and experiments won't pay profits. Stop that downward sales slide. Available about May first because of tv change. Box 762C, B•T.

Manager, 37, married, 13 years with company in allied field. Strong sales, has limited capital. Willing to take over or assist manager of indie, invest and participate. No large salary requirements. Box 781C, B•T.

Salesmen

Good salesman seeks good job. Box 713C, B•T.

Sales manager, salesman—can substantiate twelve years successful record. Station changed ownership, sold my stock, desire new connection. Thorough knowledge radio-tv. College; business administration; intelligent sales approach. Top references. Box 717C, B•T.

Salesman-sportscaster. Have experience in both. Can supply tape, sales record. Married veteran, college graduate. Box 720C, B•T.

16 years experience selling radio time. Interested in permanent job, radio or tv. Box 727C, B•T.

Salesman—successful sales and service of local, regional and national accounts. Key, medium and small market background. Married, 29, B.A. Excellent references. Radio or tv. Box 757C, B•T.

Radio time salesman, 5 years experience. Local, network. Excellent record New York City-national accounts. Desires change. Only top organization considered. Box 760C, B•T.

Midwest only! 12 years commercial department. Preferably Illinois or vicinity. Box 778C, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Newsman looking for western station that appreciates solid local coverage. Radio, newspaper experience. Box 665C, B•T.

Deejay, announce and sell, 6 years experience. Want permanent deal. Sober, reliable, available immediately. Box 683C, B•T.

Announcer—6 years experience all phases of announcing, news, sports, music, narration. Hold first phone license. Box 684C, B•T.

Situations Wanted—(Cont'd)

11 months experience, all phases of radio. Have third class license. Desire employment in south or west. Box 705C, B•T.

Experienced staff announcer, local newsman, sportscaster. Newspaper experience. Northeast, midwest. Box 707C, B•T.

Announcer. Experienced all phases. Relaxed personality DJ. Smooth news. Presently employed top-rated major market mid-Atlantic indie. College graduate, 25, married, veteran. Wants permanent northeastern location! Box 708C, B•T.

Recent broadcasting school graduate. Light on experience. Good news, general staff announcing. Family man, willing to work. Box 712C, B•T.

Announcer—disc jockey and newscaster! Broadcasting school graduate. Very conscientious and dependable and determined to make good. Korean veteran, single. Box 722C, B•T.

News, commercial, DJ, recent graduate broadcasting school. Board work, continuity, sports. 25, single, veteran. Disc available. Preferably midwest. At present DJ on fm. Box 723C, B•T.

Announcer-1st phone. Stable, mature, experienced staff man. Strong on news. Ohio-Kentucky-Indiana area. Box 724C, B•T.

Hillybilly character. Experienced. Real audience-getter, terrific sponsor response in highly competitive market. Versatile voice for straight announcing. 27, draft exempt. Salary commensurate. Phone 5-5076, Macon, Georgia. Write Box 725C, B•T.

Announcer; 1 year staff experience, strong on news and sports, fine play-by-play, good potential, college graduate. Box 728C, B•T.

Heavy play-by-play sports, commercials, interview, news; light board, sales; air experience, Air Force and network. SRT graduate. Prefer central west and northeast. Box 731C, B•T.

Experienced staff announcr looking to further career. Heavy on play-by-play sports. Four years on all phases of radio broadcasting. Box 732C, B•T.

Midwest. Ability, voice, background for exceptional news, commercials, DJ. Year experience indicating solid prospects, steady development. Single, 31. Details appreciated. Box 737C, B•T.

Baseball broadcaster. Six years experience up to AA. Highest recommendations. Box 739C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Can you offer greener pastures? Announcer, 3 years experience, strong on DJ, news, ad-lib, emcee, wants radio-tv. Box 750C, B•T.

Versatile announcer with ambition, ability and 7 years experience, seeks permanent position with future, tape, resume. Box 761C, B•T.

Versatile announcer desires position on am-tv network operation. 10 years experienced. Draft exempt. Young. Currently employed. Car. State salary. Box 764C, B•T.

Salesman-announcer. Ambitious, light experience, desires sales opportunity. Will travel. Box 766C, B•T.

Combo-man. 3rd class license. Ambitious, draft exempt. Progressive 250-500 watt station. Box 767C, B•T.

Announcer. Recent broadcasting school graduate. News, commercials, popular and classical DJ. Tape. Box 768C, B•T.

Announcer-DJ-mature, married. Early morning man or afternoon. Presently employed. Prefer east. Box 770C, B•T.

What you need is a good versatile announcer! Experienced staff, play-by-play. Presently employed, sports director at 5kw independent. Tape, resume on request. Try me! Box 771C, B•T.

Well trained negro DJ, announcer, copy writer, ambitious, reliable. Box 772C, B•T.

Negro DJ. Tape, references, experience. Jim Byrd, 107 Princeton, Hempstead, New York.

Situations Wanted—(Cont'd)

Experienced college student for summer replacement. Two years experience announcing, acting at New York City station. Alan Jonas, 205 East 17th Street, Brooklyn, New York.

Will travel-announcer, disc jockey, sportscaster. Limited experience. College graduate. Bill Mosca, 403 E. 3rd Street, Brooklyn 18, N. Y. UL. 3-0112.

Announcer; discs, commercials, control board operator, newscasting and editing. Ad-libbing, limited experience, resume, tape. Edward Pirro, 15 Smith Street, Stamford, Conn.

Announcer-DJ. Some experience. High capabilities. Excellent knowledge news, pop music. Can sell sponsors products. East only. John Steger, 119-10 235th Street, Cambria Heights, Long Island, New York. Laurelton 8-6515.

Young reliable, experienced indie station. Excellent references. Tape. Will travel. Gil Stenson, 530 E. 156th Street, Bronx 55, N. Y.

Experienced announcer-operator-3 years government, commercial. Married, 24, veteran 4A, 3rd phone, college graduate. Will travel. Don Thompson, 33 Hamilton, Glen Lennox, Chapel Hill, North Carolina.

All I want is a chance! No praise, send for tape, then judge. James Whipkey, 449 School, N.W., Warren, Ohio.

Announcer-control board operator. Station staff, news, commercials, DJ. Experience light, potential asset. Sober, reliable, travel, permanent connection. Resume, tape. 705 Amboy Avenue, Fords, N. J.

Technical

Combo-man; 1st phone, experience all phases. Presently employed chief engineer. Desire change. Best offer. Box 716C, B•T.

First phone. Some broadcast experience. Single. Available. Box 730C, B•T.

WW2 radio operator with 1st class telephone needs job in small midwest city. Write Box 738C, B•T.

First phone. Announcing experience with independent and 5kw network. Box 753C, B•T.

Engineer, first phone, technical school graduate, radio engineering and tv. Some am experience, seeking permanent position. Box 758C, B•T.

Chief engineer, ten years experience. Prefer Texas, Louisiana area. Family, age 35. Box 777C, B•T.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Newswriter, employed, 22 months experience newspapers, radio. Journalism graduate, veteran, single. Box 565C, B•T.

Supervisor-director—4 years radio—4½ years tv. Desires position with more progressive station. Box 661C, B•T.

Male copywriter! 7 years of top-notch copy. Not just words, but copy! Samples on request. Box 706C, B•T.

Calling Florida! Anxious to settle with congenial station. Experienced in copy, traffic and announcing. Good radio and television background. Excellent references. Single. Draft exempt. Box 746C, B•T.

Two men available! One-8 years gathering, editing, writing and airing news. One-10 years versatile staff programming and DJ work. Both married, settled, not afraid of work, employed in one of top 10 markets. Looking for announcer-pd and news ed. Combination together if possible—alone if not. Prefer south-west. Tape, pictures, etc., on request. Box 751C, B•T.

Copy-chief. Family man. Stable. Sober. College. Car. Third-phone. Will travel for permanent opportunity. References. Box 752C, B•T.

Experienced, reliable radio newsman desires switch to am-tv operation in midwest. 1950 journalism degree. Top recommendations. Married Box 754C, B•T.

(Continued on next page)

SRT-TV SRT-TV SRT-TV SRT-TV

EXPERIENCED BROADCASTERS NOW AVAILABLE

BILL BROGADIR: Radio & TV Announcer. Strong on news and DJ formats, continuity, & play-by-play sports. Writes original sports commentaries. Formerly AFRS and WTSB-Lumberton, N. C. BA Degree. **Write or wire SRT for AUDITION TAPE.**

BOB ROGERS: Radio & TV announcer. Commentator. Strong on audience & religious programs. Writes original copy. College & University graduate. Willing to travel. **Write or wire SRT for AUDITION TAPE.**

JIM GARVEY: Radio & TV Staff & Sports Announcer. Experience: Play-by-play on baseball, football, & basketball for AFRS & college station. Versatility includes college dramatics. **Write or wire SRT for AUDITION TAPE.**

VIVIAN SHAW: Radio & TV Good Girl Friday. All-round announcer on classical music shows, newsreels and DJ. Handles audio board, TV cameras and projectors. Experience includes teaching in dramatics, choreography and sports; own colored travelogues of foreign lands. Excellent secretarial background. **Write or wire SRT for DETAILS AND TAPE.**

WILLIAM (BILL) MORRISON: Radio & TV Staff Announcer. Strong on newscasting, pop music shows and continuity. Good on commercials. Willing to travel anywhere in U. S. **Write or wire SRT for AUDITION TAPE.**

GEORGE W. TANGES: Radio & TV Commercial Announcer. Strong on news & disc shows, interviews & remote work. Former stage & radio actor. Experience includes announcing from Atlantic City Steel Pier & WFAS—N.Y. **Write or wire SRT for AUDITION TAPE.**

Write or Wire Dexter Halle at

SRT

TELEVISION STUDIOS

316 W. 57 Street, New York 19, N.Y.

Plaza 7-3211

SRT-TV SRT-TV SRT-TV SRT-TV

Television

Situations Wanted

Managerial

Management team—Two men highly specialized for television station. Thoroughly experienced in station construction and operations. Excellent network and agency contacts. Guarantee top programming and national spot sales. Can also staff station on short notice with trained tv personnel. Box 552C, B•T.

Former part owner, director, executive officer and general manager, who conceived, planned, built, organized and operated one of country's most successful uhf stations—in black at end of fourth month of operation despite vhf competition—desires administrative or executive position with new or established tv station or in related field. Years of experience with FCC, leading Washington radio and television law firm and station operation. Ability and character well known and highly respected in all branches of broadcasting industry. An interesting, challenging opportunity more important than compensation. Box 782C, B•T.

Announcers

Network tv announcer looking for player-manager connection in new tv station. 14 years experience radio-tv business. Box 715C, B•T.

Technical

Chief engineer—seven years experience in television, all phases. Permanent. Box 749C, B•T.

First class engineer, technical school trained in all phases of tv camera and controls. Married, capable, reliable. Available two weeks. Box 763C, B•T.

Tv studio engineer, first phone, graduate of RCA Institutes. Seeking permanent position. Will travel. A. Bongirno, 1687 83rd Street, Brooklyn 14, New York.

Production-Programming, Others

Experienced three years television news. Desire connection major market to produce daily newsreel. Qualified to handle all phases of operation. Will furnish all necessary equipment. Operational immediately upon arrival. Open proposition. Box 729C, B•T.

Showmanship, conscious television/radio news director. Seven years experience. Programming, production, promotion, on-camera performance. Can handle stage, film. Desire association with established progressive or beginning operation shooting for top. Also consider allied agency. Will travel or stay put. Anywhere. Reliable. Reasonable. Excellent references. Single, 29. Definitely worth your while. Box 743C, B•T.

Tv film department manager. Thorough experience, all phases with top station. Box 769C, B•T.

Woman, college grad with six years radio experience as copywriter, traffic manager, program director, wants job in tv or radio anywhere golfing weather good majority of year. Rosemary Castor, WLCX, LaCrosse, Wis.

Production graduate. All phases—switcher, lighting, camera, sound film. Limited experience—unlimited ability. Midwest, south, southeast. Announcing experience. Bill Connor, 3005 Dudley, Nashville, Tenn. Tel. 7-2025.

For Sale

Stations

Texas radio station, 1000 watt day-time, located in most prosperous territory in United States; in city over 100,000 population, 400,000 population within radius of 35 miles. Highly industrial, tremendous payrolls. Owner retiring. Reasonable down payment, balance on terms of five years or longer with 5% interest. More interested in character, ability and ambition than the amount of down payment. Would consider partner if qualified to assume complete management. Chance of life-time for the right man. Box 689C, B•T.

Someone's opportunity. Radio and television station. Only "CBS" outlet in state. Profitable. Bargain. Terms. Immediate. Box 709C, B•T.

250 watt network station, southeastern industrial market. Box 726C, B•T.

Pacific northwest (nearly 1 million population market), 1 kw am. Here's an excellent opportunity as owner, or part owner for right person. Box 755C, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

For Sale—(Cont'd)

Equipment, etc.

Five kilowatt am transmitter complete with some spare tubes, $2,900. Box 530C, B•T.

Complete Collins equipment for 20kw fm station. 5kw transmitter, Collins antenna, frequency and modulation monitor. Box 582C, B•T.

Have spare zoomar lense; perfect condition. Box 643C, B•T.

UHF equipment available for sale. Write for list and prices. Box 765C, B•T.

RCA 44B microphone in perfect condition. Purchased new two years ago. $80.00 f.o.b. Glendale. Also 23 UTC Linear Standard pre-amplifier and line type transformers. List of types and prices furnished upon request. KUTE, Box 729, Glendale, California.

Modulation monitor—Gates MO-2639, good condition. $190. f.o.b. Chief Engineer, WFLO, Farmville, Virginia.

Best offer, 270 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative articles, only $3 a year, read "Films in Review." P. O. Box 109, Gracie Station, New York 28, N. Y.

Presto RC-7 tape transport A920 amplifier, reasonable, Fidelity Sound, 1412 Flagler Ave., Jacksonville, Florida.

Wanted to Buy

Stations

250-1000w west of Mississippi. Prepared to negotiate at site immediately. Replies confidential. Box 693C, B•T.

All or part of 1000-watter or under in Tucson of Phoenix, Arizona, area. Box 747C, B•T.

Southeastern am station. Medium or small market, red or black ink or invest and assume managerial position. Box 779C, B•T.

Equipment, etc.

UHF 1kw transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 593C, B•T.

Want field strength meter, RCA model WX-2C. Box 602C, B•T.

Used 10kw fm transmitter or 10 kw fm amplifier. Box 636C, B•T.

Everything for 500 watter. Used tower, transmitter, monitors, audio equipment and turntables. Describe fully. Box 748C, B•T.

2—250 foot antennas. 2—5kw-am transmitters. 1—kw-am transmitter. 2—consoles. 4—turntables and associated equipment. 2—remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

General Radio type WM-43A modulation monitor. Good operation condition. For use on 1400kc. WNEX, Bibb Building, Macon, Georgia.

250 watt am transmitter in good working condition. Please give full details first letter. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Miscellaneous

A complete application for a television hearing in leathered bound volumes representing the latest and best thinking of the recognized top legal talent and consultants' work in the country. Thousands of dollars can be saved by utilizing this information if you are planning to file a tv application or may be involved in a tv hearing. Box 500C, B•T.

Instruction

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

Television

TELEVISION SALESMAN NEEDED

If you are hard working, energetic salesman with progressive attitude and have the ability to sell local television without a long get-acquainted period, you are the man we need. Salary $100.00 weekly plus commission. Basic CBS television station in Southeastern metropolitan market. Give complete information including references. Box 775C, B•T.

TV SALESMAN

Salaried position now open for aggressive, enthusiastic man. Excellent market Eastern Pennsylvania. Established station with major network affiliation. Some broadcasting sales experience would be helpful. Write Box 783C, B•T., or call Murray Hill 5-8701 for New York interview March 23 through 26.

Television

Situations Wanted

PROVEN AM-TV ABILITY

SUCCESSFUL Account Executive with complete operational background both AM and TV seeks Commercial Station Management opportunity. Now employed major Eastern Indie, billings over $100,000 annually. Family man. Top station, agencies, references. Box 756C, B•T.

Production-Programming, Others

EXCLUSIVE FOR TV NEWS!

- Experienced authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Box 780C, B•T

For Sale—Equipment, etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Antonio, Tex.; **Stanley F. Nelson**, production manager of KITE San Antonio, and **Charles W. Balthrope**, licensee of KITE. Post office address % Charles F. Harris, 111 E. Rische St., San Antonio. Granted March 17.

APPLICATIONS

Beaufort, N. C.—Richard Ray Cummins, 1400 kc, 250 w unlimited. Post office address General Delivery, Beaufort, N. C. Estimated construction cost $14,275, first year operating cost $31,000, revenue $36,000. Mr. Cummins is chief engineer-5.55% stockholder WMBL Morehead City, N. C. Filed March 4.

Lumberton, N. C.—Southeastern Bcstg. Corp., 1480 kc, 1 kw unlimited. Post office address 320 W. 15th St., Lumberton. Estimated construction cost $30,000, first year operating cost $36,000, revenue $50,000. Principals include President **Hector MacLean** (25%), attorney, banking, real estate; Vice President **David D. King Jr.** (25%), dentist; Treasurer **Donald R. Fuller** (25%), grocer, real estate, and Secretary **John Luther MacLean** (25%), insurance and real estate. Filed March 11.

For Sale—(Cont'd.)

FOR SALE

One Wincharger Tower—207 feet high—does not have lights—must be dismantled. Will sell reasonable. For information call Main 35 or write to Mike Turk, Inc. East Liverpool, Ohio.

Wanted to Buy

WANTED

Will buy all or part of local independent station. Must be ONE STATION market. Was co-owner network affiliated station 15 years. Past 5½ years manager present position. Will accept General Managers' position if attractive. All replies held strictly confidential. Box 773C, B•T.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

MANAGERS, DIRECTORS
SMALL STATION OPERATORS
Get the TV picture clear, in comprehensive production-operational course now offered at famed Pasadena Playhouse, near Hollywood TV headquarters. Answers your questions on production, engineering, management, programming and other problems. Classes now forming. Write Registrar, Pasadena Playhouse, 39 S. El Molino Ave., Pasadena 1, California.

FREDERIC F. CLAIR
Consultation on the
PLANNING—BUILDING—OPERATION
of
LOW COST, LOW OVERHEAD TV PLANTS
for the
SMALL COMMUNITY MODEST BUDGET
9642 Fourth Street, E.O.V.
Norfolk, Virginia Phone: Norfolk 8-7338

Murphy, N. C.—Max M. Blakemore & E. C. Blakemore d/b as Cherokee Bcstg. Co., 600 kc, 1 kw daytime. Post office address P. O. Box 218, Richlands, Va. Estimated construction cost $15,000, first year operating cost $30,000, revenue $36,000. Principals include **Max M. Blakemore** (50%), manager-16.2% stockholder WRIC Richlands, Va.; **E. C. Blakemore** (50%), auto dealer. Filed March 8.

Milan, Tenn.—West Tenn. Bcstg. Co., 1150 kc, 500 w daytime. Post office address Dr. H. E. Williams, College City Branch P. O., Walnut Ridge, Ark. Estimated construction cost $19,214, first year operating cost $27,700, revenue $50,000. Principals in partnership include President **H. E. Williams** (33⅓%), president Southern Baptist College and stockholder KBHS Hot Springs, Ark.; Treasurer **Herbert J. Kropf** (33⅓%), Dean Southern Baptist College; Vice President **Hubert E. Clemmer** (6⅔%), and Secretary **G. W. Threadgill** (6⅔%), auto dealer. Filed March 8.

Existing Am Stations . . .

ACTIONS BY FCC

KLX Oakland, Calif.—Tribune Bldg. Co. granted CP to change from directional day and night to directional night, on 910 kc 5 kw unlimited. Granted March 17.

WMOK Metropolis, Ill.—Ft. Massac Bcstg. Co. granted CP to increase power on 920 kc daytime from 500 w to 1 kw. Granted March 17.

WBRN Big Rapids, Mich.—Paul A. Brandt granted CP to increase power on 1460 kc daytime from 500 w to 1 kw. Granted March 17.

WAEW Crossville, Tenn.—WAEW Inc. granted CP to increase power on 1340 kc unlimited from 100 w to 250 w. Granted March 17.

KOL Seattle, Wash.—Seattle Bcstg. Co. granted CP to change from directional day and night to directional night, operating on 1300 kc with 5 kw. Granted March 17.

WJPG Green Bay, Wis.—Green Bay Newspaper Co. granted modification of CP to make changes in daytime directional pattern. Granted March 17.

APPLICATION

KAIM Thayer, Mo., Robert F. Neathery seeks permit to increase from 1 kw daytime to 5 kw daytime. Filed March 8.

New Fm Stations . . .

ACTION BY FCC

Paris, Tenn.—Paris Bcstg. Co. granted CP for new fm station Class B fm station on ch. 250 (97.9 mc); ERP 9.2 kw; antenna height above average terrain 220 ft.; subject to operation of station on any other channel as may later be assigned by the Commission in event ch. 250 is not allocated to Paris, Tenn., as a result of pending rule making; and subject to company's am station WTPR receiving permission from the Commission to determine power of WTPR by the indirect method during installation of the fm antenna and submission of new resistance measurements and Forms 302 upon completion of the installation. Granted March 17.

Existing Fm Stations . . .

ACTION BY FCC

KRIC-FM Beaumont, Tex.—The Enterprise Co. granted CP to change from ch. 258 to ch. 248 (97.5 mc). Granted March 11; announced March 16.

Ownership Changes . . .

ACTIONS BY FCC

WALA-TV Mobile, Ala. — Pape Bcstg. Co. granted assignment of CP for vhf ch. 10 to newly created corporation Pape Tv Co. No consideration is involved as each stockholder will retain relatively same percentage of stock. Granted March 10.

WAOK-AM-FM Atlanta, Ga.—J. W. Woodruff tr/as Atlanta Bcstg. Co. seeks voluntary assignment of license to WAOK Bcstg. Co. No consideration involved as Mr. Woodruff will be sole owner. Granted March 12.

APPLICATIONS

WGAC Augusta, Ga.—Twin States Bcstg. Co. seeks voluntary acquisition of negative control by Millwee Owens and G. R. Boswell through purchase of remaining ⅓ interest from F. Frederick Kennedy for $9,000. Messrs. Owens and Boswell will now each own 50% interest. Filed March 9.

WKEI Kewanee, Ill.—E. D. Scandrett, Harold B. Rothrock & Ray F. Knochel d/b as Kee Bcstg. Co. seek voluntary assignment of license to WKEI Bcstg. Co. No consideration involved as each partner retains ⅓ interest. Filed March 8.

KPIG Cedar Rapids, Iowa—Cedar Rapids Bcstg. Corp. seeks transfer of control to Dakota County Realty Co. and six individuals for $69,875. Principals include President **John C. Kelly** (25%), 24.8% stockholder KTRI Sioux City, Iowa, and vice president *Journal Tribune* (Sioux City); Vice President **Eugene F. Kelly** (25%), 24.8% stockholder KTRI, and vice president *Journal Tribune*; Vice President **Fred T. Kelly** (25%), 25.2% stockholder KTRI, and Secretary-Treasurer **Lennon Kelly** (25%), president-24.8% stockholder KTRI. Filed March 8.

WHYN-AM-FM-TV Springfield, Mass.—Hampden-Hampshire Corp. seeks voluntary transfer of negative control (50%) to Republican Tv Inc. for $250,000. Beneficial owners of Republican Tv Inc. are the Republican-*Daily News* Employes Beneficial Fund and *Springfield Union* Employes Beneficial Fund, both of Springfield. Filed March 5.

WKNY-TV Kingston, N. Y.—Kingston Bcstg. Corp. seeks voluntary assignment to WKNY-TV Corp. No consideration involved as principals retain identical holdings. Filed March 16.

WUTV (TV) Youngstown, Ohio—Albert S. Polan et al d/b as Polan Industries seeks assignment of CP for uhf ch. 21 to uhf ch. 73 WFMJ-TV there for $76,600. Filed March 17.

WBIZ Eau Claire, Wis.—WBIZ Inc. seeks transfer of control to Howard G. Bill through sale of all stock for $15,000. Mr. Bill is former director-6.37% stockholder WDZ Decatur, Ill. Filed March 8.

WEGO Chattanooga, Tenn.—WDEF Bcstg. Co. seeks voluntary relinquishment of control by A. W. Huckle through gift to daughter Elizabeth A. Huckle. Each will now own 50% interest. Filed March 9.

WAVY Portsmouth, Va.—Portsmouth Radio Corp. seeks voluntary transfer of control to Hunter C. Phelan and 10 others as voting trust. No consideration involved. Filed March 4.

Hearing Cases . . .

FINAL DECISION

San Bernardino, Calif.—New tv, uhf ch. 30. The Commission announced its decision denying

New England
$60,000.00

Only station in an outstanding New England market with retail sales in excess of $50,000,000.00. Needs a capable owner-operator. Liberal financing.

Southern Network
$45,000.00

Currently grossing $65,000.00 per year with $15,000.00 profit. Single station market of 15,000 population surrounded by good farming lands, oil production and excellent fishing.

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RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

the application of Orange Belt Telecasters for a construction permit for new tv station in San Bernardino, Calif., on ch. 30 March 15.

INITIAL DECISION

Fayetteville, N. C.—New tv, uhf ch. 18. Hearing Examiner William G. Butts issued initial decision looking toward grant of the application of Fayetteville Broadcasters Inc., for construction permit for new tv station in Fayetteville, N. C., on ch. 18. Action March 16.

OTHER ACTIONS

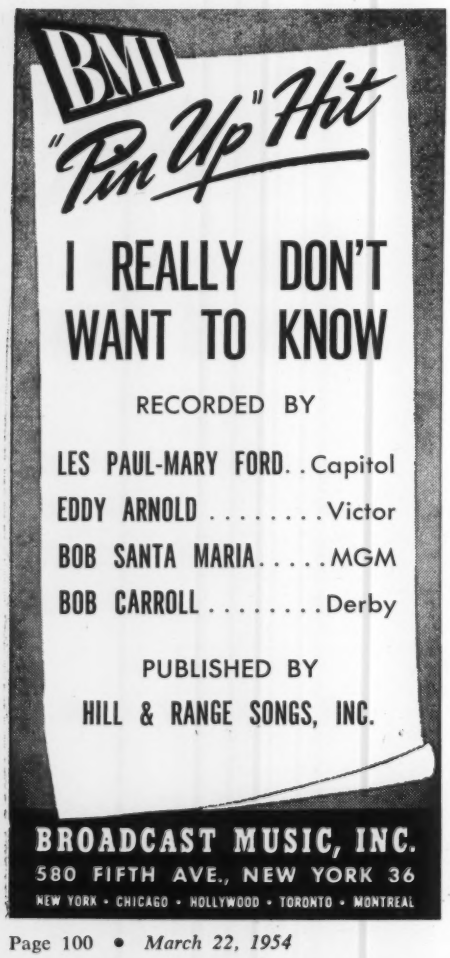
Montgomery, Ala.—Vhf ch. 12 proceeding. FCC Comr. George E. Sterling granted petition of Alabama Tv Co. insofar as it requests dismissal of its bid for new tv station on vhf ch. 12 and denied petition in other respects. Action March 17.

Am Hearing Dates Scheduled—FCC scheduled hearing dates in 15 am proceedings heretofore designated for hearing. See B•T, March 15, for complete list. Action March 11.

Am Skyline Measurement Provisions Deleted—By report and order, the Commission finalized its rule making proposal of May 8, and deleted the sections in its Standards of Good Engineering Practice Concerning Standard Broadcast Stations which provide that the intensity of skywave broadcast signals may be computed on the basis of individual measurements and which prescribes the method of making such measurements. This conforms to Commission practice in holding that measurements of this nature are not proper for consideration in connection with the processing of individual am broadcast applications. Action March 11.

Am rules amended—Class IV stations. By order, the Commission deleted provision in its am broadcast rules, effective immediately, with reference to applications for Class IV stations on regional channels that were on file before Dec. 18. These exceptions to the rule which bans grant of such applications have been disposed of and the proviso is no longer needed. Action March 11.

Rogers, Ark.—New am, 1370 kc. By order, the Commission dismissed with prejudice for failure to prosecute the application of Chick Capitol Broadcasters Inc., for new am station in Rogers, Ark., on 1390 kc, 1 kw, day, and removed from hearing docket the application of Radio Station KAMO for new am station on 1370 kc, 1 kw, day. Action March 15.



Escondido, Oceanside, Calif.—By memorandum opinion and order, the Commission denied petition filed Oct. 15 by Oceanside Bcstg. Co. requesting rehearing and reconsideration of Commission decision issued Sept. 25, denying applications of Oceanside Bcstg. Co., Oceanside, Calif., and Balboa Radio Corp., Escondido, Calif., both seeking new am stations on 1450 kc, 250 watts, unlimited time. Action March 12.

Sacramento, Calif.—Vhf ch. 10 proceeding. FCC scheduled oral argument on April 6 on applications of McClatchy Bcstg. Co. and Sacramento Telecasters Inc. for new tv stations on vhf ch. 10. Action March 12.

Fm Allocation—By order, the Commission amended its Revised Tentative Allocation Plan for Class B fm broadcast stations by deleting ch. 227 from Beaumont, Tex., and adding it to Lake Charles, La., and deleting ch. 248 from Lake Charles and adding it to Beaumont. This exchange of channels stems from a proposal by the Enterprise Co., licensee of station KRIC-FM Beaumont, Tex., in order to eliminate the present condition of interference caused in the Beaumont area to reception of station KGUL-TV operating on ch. 11 in Galveston, Tex. Action March 11.

Ft. Wayne, Ind.—Uhf ch. 69 proceeding. FCC scheduled oral argument on April 5 on application of Anthony Wayne Bcstg. Co. for new tv station on uhf ch. 69. Action March 12.

Wichita, Kan.—Vhf ch. 10 proceeding. FCC scheduled oral argument on April 5 on applications of Mid-Continent Tv Inc. and KAKE for new tv stations on vhf ch. 10. Action March 12.

WKNK Muskegon, Mich.—By memorandum opinion and order the Commission granted a petition filed Dec. 18 by N-K Broadcasting Co. to reconsider Commission action of Aug. 21, ordering Nicholas William Kuris and Gladys Kuris, d/b as N-K Broadcasting Co., licensee of WKNK Muskegon, Mich., to show cause why order of revocation of station license should not be issued; cancelled hearing and dismissed proceeding. Action March 12.

KSTL St. Louis, Mo.—Radio St. Louis. FCC Comr. George E. Sterling granted petition to dismiss without prejudice its application to change from 1 kw to 10 kw, directional. Action March 17.

St. Louis, Mo.—Ch. 4 proceeding. By order, the Commission denied appeal filed by Missouri Valley Television Co. from examiner's ruling which denied motion by petitioner for continuance of hearing involving its application and those of KWK Inc., and KXOK Inc., for new tv stations in St. Louis, Mo., on ch. 4. Action March 15.

Perth Amboy, Elizabeth, N. J.—FCC by order dismissed without prejudice application of Perth Amboy Bcstg. Co. for new am station on 1510 kc 250 w daytime at Perth Amboy, for lack of prosecution and retained in hearing bid of Union Bcstg. Co. for 1510 kc 1 kw day. Action March 17.

Mansfield, Ohio—Uhf ch. 36 proceeding. By memorandum opinion and order, the Commission dismissed petition filed on Jan. 22 by Mansfield Journal Co. requesting removal of David I. Kraushaar as Counsel for the Broadcast Bureau in proceeding involving applications of Mansfield Journal Co. and Fergum Theatres Inc., for new tv stations in Mansfield, Ohio, on ch. 36; and ordered that the charges against Mr. Kraushaar set forth in the petition be stricken from the record as sham and false. Action March 12.

Lawton, Okla.—Lawton Bcstg. Co. FCC designated for hearing application for new am station on 1600 kc 1 kw unlimited in a consolidated hearing with application of Phil Bird for same facility at Lawton. Action March 17.

Portland, Ore.—Vhf ch. 12 proceeding. FCC scheduled oral argument on April 6 on applications of Orange Tv Inc., Columbia Empire Telecasters Inc., and Northwest Tv & Bcstg. Inc. for new tv station on vhf ch. 12. Action March 12.

Proposed Minimum Power for Uhf—The Commission proposed to amend its rules governing tv broadcast stations so as to require radiated power of 5 kw for uhf stations. Comments will be received on or before April 16. The Commission explains that when uhf broadcast was authorized, high power uhf equipment was not available. Now that it is becoming available, the proposed minimum power is in order to assure the best possible technical service. Stations presently authorized with less than the proposed minimum would not be affected. However, it is proposed to cease the issuance of Special Temporary Authorizations for operation with lower powers than those specified in station construction permits, except upon a showing that the specified transmitting equipment is not available. Action March 11.

Providence, R. I.—Vhf ch. 12-uhf ch. 16 protest. FCC by memorandum opinion and order, dismissed protest fifiled March 3, by ch. 12 WPRO-TV Providence, R. I., directed against Commission's actions of Feb. 2 and 3 respectively, granting without hearings applications of Channel 16 of Rhode Island, Inc., for extension of time to complete construction and for Special Temporary Authorization for interim operation on ch. 16. Action March 17.

Tv Allocation—On petition of WGOV-TV Valdosta, Ga., the Commission invites comments on or before April 9, 1954, to a rule-making proposal that tv ch. 53 (plus) be substituted for ch. 23 at Fitzgerald, Ga. WGOV, permittee for ch. 37 at Valdosta, urges the change to enable it to obtain a suitable site. Action March 11.

Tv Allocation—Uhf ch. 21 to Huntington, Ind. By memorandum opinion and order, the Commission denied petition filed Feb. 11 by Sarkes Tarzian Inc., Bloomington, Ind., requesting changes in tv channel assignments to Anderson, Logansport, Madison, Connersville, South Bend and Lebanon, Ind., but initiated proposed rule making with respect to Tarzian's further proposal to assign ch. 21 (plus) to Huntington, that state. Comments on the latter will be received or before April 9. Huntington has no assigned channel at present. Comr. Bartley favored issuing entire proposal as rule making. Action March 11.

Tv Allocation—On petition of the West Virginia Research Center Inc., Salem, W. Va., the Commission invited comments on or before April 9, to that organization's rule-making proposal to change the assignment of tv ch. 5 at Weston, W. Va., from commercial to noncommercial educational. If this is done, it proposes to file for same. Five channels in West Virginia are now reserved for noncommercial educational use—Charleston, 43; Hunting, 53; Morgantown, 24, and Wheeling, 57. Action March 11.

Ft. Worth, Tex.—Vhf ch. 11 proceeding. FCC Comr. George E. Sterling granted petition of Lechner Tv Co. for dismissal without prejudice of its bid for new tv station on vhf ch. 11. Action March 11.

Jacksonville, Tex.—FCC Comr. George E. Sterling granted petition of Darrell E. Yates to dismiss without prejudice his application for new am station on 1260 kc, 500 w unlimited, directional. Action March 11.

Plymouth, Sheboygan, Wis.—FCC Comr. George E. Sterling granted petition of Sheboygan Bcstg. Co. to dismiss without prejudice its application for new am station on 1420 kc 500 w daytime at Sheboygan, and retained in hearing competitive bid of Eastern Wisconsin Bcstg. Co. for Plymouth. Action March 17.

Madison, Wis.—Vhf ch. 3 proceeding. By order, the Commission denied a petition filed on Oct. 26, by Badger Tv Co., requesting enlargement or clarification of hearing issue in the proceeding involving its application and that of Radio Wisconsin Inc., for new tv stations in Madison, Wis., on ch. 3 Action March 12.

Sheboygan, Wis.—Lake Shore Bcstg. Co. FCC, on petitions of Columbia Bcstg. System Inc. (WBBM), and Radio Station WAIT (WAIT), both of Chicago, adopted an order staying effective date of Commission action of Feb. 3, granting new am station to Lake Shore, on 800 kc, 250 w daytime, at Sheboygan, Wis., and designated same for hearing; made stations WAIT and WBBM parties to proceeding, and ordered that the burden of the proceeding with introduction of evidence and burden of proof upon Lake Shore. Action March 17.

Routine Roundup . . .

March 11 Decisions

Actions on Motions

The following actions on motions were taken as indicated:

By Hearing Examiner Basil P. Cooper

Fresno, Calif.—Calif. Inland Bcstg. Co. KARM, The George Harm Station. Granted petition of Calif. Inland that decisional process proceed forthwith on basis of the record which is responsive to all issues now specified by the Commission; and denied request of KARM that decisional process be held in abeyance pending Commission action on petition to reconsider its order of Feb. 24 (re Dockets 9050-10650) for ch. 12; further ordered that proposed findings may be filed on or before March 15, with the understanding that either applicant, upon notice to the other, may extend the date for filing such proposed findings up to but not beyond March 22, and that reply findings may be filed by any party to the proceeding within seven days after proposed findings have been filed. Further ordered that pursuant to Commission Order of Feb. 24, adopted an issue regarding funds, directed to both applicants.

March 12 Decisions

TV BROADCAST ACTION
McFarland Letter

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley, Doerfer and Lee, took the following action on March 11:

Edward Lamb, Toledo, Ohio—Is being advised in accordance with provisions of Section 309(b) of the Communications Act that the application of Dispatch Inc., (individually controlled by Lamb) for renewal of license of tv station WICU, ch. 12, Erie, Pa. (BRCT-42), indicates the necessity of a hearing.

March 12 Applications

ACCEPTED FOR FILING
License for CP

WORZ Orlando, Fla.—Central Fla. Bcstg. Co. License to cover construction permit (BP-8350) as modified which authorized increase in day power, employing DA, make changes in the antenna system and change type of transmitter (BL-5228).

Renewal of License

WLBB Carrollton, Ga., Carroll Bcstg. Co. (BR-1431); WJKO Springfield, Mass., Springfield Bcstg. Co. (BR-2386); WHAM Rochester, N. Y., Stromberg-Carlson Co. (BR-261).

Applications Returned

WAGM Presque Isle, Me.—Aroostock Bcstg. Corp. (Remote control) (Not signed by officer).

Wellsboro, Pa.—Farm and Home Bcstg. Co. (PO c/ John A. Fay, station WFRM, Coudersport, Pa.). Construction permit for new standard station on 1240 kc, 250 w, unlimited hours of operation. (Necessary to specify site.)

Remote Control

WATL Atlanta, Ga., Atlanta Bcstg. Co. (BRC-328); WGBA Columbus, Ga., Christian & McClure (BRC-327); WMOX Meridian, Miss., Birney Imes Jr. (BRC-326); WARD Johnstown, Pa., Central Bcstg. Co. (BRC-330); WNVA Norton, Va., Blanfox Radio Co. (BRC-329); WAOK-FM Atlanta, Ga., J. W. Woodruff tr/as Atlanta Bcstg. Co. (BRCH-78); WARD-FM Johnstown, Pa., Central Bcstg. Co. (BRCH-77).

Renewal of License

WJLK-FM Asbury Park, N. J., Asbury Park Press Inc. (BRH-117); WMBO-FM Auburn, N. Y., Auburn Pub. Co. (BRH-414); WMGM-FM New York, N. Y., Marcus Loew Booking Agency (BRH-30); WCBS-FM New York, N. Y., Columbia Bcstg. System Inc. (BRH-31); WWRL-FM New York, N. Y., Long Island Bcstg. Corp. (BRH-738); WNBC-FM New York, N. Y., National Bcstg. Co. Inc. (BRH-47); WFLY Troy, N. Y., The Troy Record Co. (BRH-233); WRRL Wethersfield Township, N. Y., Northeast Radio Corp. (BRH-393).

License for CP

WEDK Springfield, Mass.—School Committee of Springfield, Mass. License to cover construction permit (BPED-183) as modified which authorized a new non-commercial fm station (BLED-145).

WSPE Springville, N. Y.—Board of Education of Central School District No. 1, et al. (BRED-89).

Modification of CP

WRAY-TV Nr. Princeton, Ind., Southern Indiana Telecasting Inc.—Mod. of CP (BPCT-1563) as mod., which authorized new tv station to extend completion date from 3-11-54. (BMPCT-1945).

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts — Mod. of CP (BPCT-974) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-11-54. (BMPCT-1946).

License for CP

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—License to cover CP (BPCT-731) which authorized changes in facilities of existing tv station and to specify studio location as 4532 Market St., Philadelphia, Pa. (BLCT-186).

Modification of CP

WFBC-TV Greenville, S. C., WMRC Inc.—Mod. of CP (BPCT-1132) as mod., which authorized new tv station for extension of completion date to 5-15-54. (BMPCT-1944).

KRGV-TV Weslaco, Texas, KRGV Television Inc.—Mod. of CP (BPCT-1678) which authorized new tv station for extension of completion date to 5-15-54 (BMPCT-1943).

March 15 Applications

ACCEPTED FOR FILING

Remote Control

WCAP Northeast Radio Inc., Lowell, Mass. (BRC-331); KFMJ Fred Jones Bcstg. Co., Tulsa, Okla. (BRC-332); WKSR Richland Bcstg. Co., Pulaski, Tenn. (BRC-334); KBLP Ben L. Parker, Falfurrias, Tex. (BRC-333); WFVA Fredericksburg Broadcasting Corp., Fredericksburg, Va. (BRC-335).

Renewal of License

KCBQ Charles E. Salik, San Diego, Calif. (BR-1885); KTIM Marin Bcstg. Co., San Rafael, Calif. (BR-1538); WTOP WTOP Inc., Washington, D. C. (BR-220); WSMI Mid-Illinois Bcstg. Co., Litchfield, Ill. (BR-2547); KAYL The Cornbelt Bcstg. Co., Storm Lake, Iowa (BR-2211); WPEP Silver City Bcstg. Corp., Taunton, Mass. (BR-2449); WPAG Washtenaw Bcstg. Co., Ann Arbor, Mich. (BR-1213); WMRP Methodist Radio Parish Inc., Flint, Mich. (BR-1364); WHBI May Radio Bcstg. Corp., Newark, N. J. (BR-178); WCTC Chanticleer Bcstg. Co., New Brunswick, N. J. (BR-1422); WBTA Batavia Bcstg. Corp., Batavia, N. Y. (BR-1120); WGVA Star Bcstg. Co., Geneva, N. Y. (BR-1711); WXRA Western New York Bcstg. Co., Kenmore, N. Y. (BR-1944); WALL Community Bcstg. Corp., Middletown, N. Y. (BR-1182); WBNX WBNX Bcstg. Co., New York, N. Y. (BR-250); WNEW WNEW Inc. New York, N. Y. (BR-1049); WKBS Key Bcstg. System Inc., Oyster Bay, N. Y. (BR-233); WALK Suffolk Bcstg. Corp., Patchogue, N. Y. (BR-2710); WGY General Electric Co., Schenectady, N. Y. (BR-264); WHAZ Rensselaer Polytechnic Institute, Troy, N. Y. (BR-267); WREV Reidsville Bcstg. Co., Reidsville, N. C. (BR-2537); WJMO Friendly Bcstg. Co., Cleveland, Ohio (BR-1723); WWSO Radio Springfield Inc., Springfield, Ohio (BR-1735); WBUD Morrisville Bcstg. Co., Morrisville, Pa. (BR-1554); WNAR Norristown Bcstg. Co., Norristown, Pa. (BR-1314); WVSC Somerset Bcstg. Co., Somerset, Pa. (BR-2579); WVJP Borinquen Bcstg Co., Caguas, P. R. (BR-1946); WNOX Scripps-Howard Radio Inc., Knoxville, Tenn. (BR-473); KSTA Coleman County Bcstg. Co., Coleman, Tex. (BR-1779); WRVA Larus & Bro. Co., Richmond, Va. (Main & Aux) (BR-386); WSPT Stevens Point Bcstg. Co., Stevens Point, Wis. (BR-2130); WTTN Watertown Radio Inc., Watertown, Wis. (BR-2439).

WTOA Trenton, New Jersey, Mercer Bcstg. Co., (BRH-420); WQXR-FM New York, N. Y., Interstate Bcstg. Co. (BRH-35); WGHF New York, N. Y., WGHF Inc. (BRH-119); WSLB-FM Ogdensburg, N. Y., St. Lawrence Bcstg. Corp. (BRH-616).

Application Returned

KBLR Phoenix, Ariz., James T. Ownby—Modification of construction permit (BP-8975), which authorized new standard broadcast station for approval of antenna, transmitter and studio locations. (Necessary to complete Section I.)

Remote Control

WMOU-FM Berlin, New Hampshire, White Mountains Bcstg. Co., (BRCH-79).

Modification of CP

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Modification of construction permit (BPH-1877) which authorized changes in licensed station for extension of completion date (BMPH-4901).

WCHU-TV Ithaca, N. Y., Cornell University—Mod. of CP (BPCT-534) as mod., which authorized a new Comm. tv Bcstg. station for extension of completion date to 10-1-54 (BMPCT-1954).

March 16 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of March 12

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WMOX Meridian, Miss.; WFVA Fredericksburg, Va.; WNVA Norton, Va.; WKSR Pulaski, Tenn.

Modification of CP

KCCT Corpus Christi, Tex., International Radio Co.—Granted mod. of CP to change type transmitter and specify studio location; condition (BMP-6447).

The following were granted mod. of CPs for extension of completion dates as shown:

WOBS-TV Jacksonville, Fla., to 10-12-54; WHCU-TV Ithaca, N. Y., to 9-7-54.

Actions of March 11

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WARD-AM-FM Johnstown, Pa.; WATL-FM Atlanta, Ga.

KASI Ames, Iowa, Ames Bcstg. Co.—Granted permission to sign-off at 7 p.m. during May, June, July and August.

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown:

WFBC-TV Greenville, S. C., to 9-29-54; WRAY-TV Princeton, Ind., to 9-11-54; WQCY Allentown, Pa., to 9-10-54; WIL-TV St. Louis, Mo., to 9-10-54; KFUO-TV Clayton, Mo., to 10-4-54; KRGV-TV Weslaco, Tex., to 9-15-54; WOI-TV Ames, Iowa, to 9-11-54; KABC-TV Los Angeles, Calif., to 10-10-54.

Actions of March 10

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WIVI Christiansted, V. I.; WHXY Bogalusa, La.; KXLR North Little Rock, Ark., with non-directional antenna; KGST Fresno, Calif.

Modification of License

WLOF Orlando, Fla., Hazlewood Inc.—Granted mod. of license to change name to Mid-Florida Radio Corp. (BML-1579).

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown: KFIA Anchorage, Alaska, to 9-29-54; WREX-TV Rockford, Ill., to 9-15-54; WLWA Atlanta, Ga., to 9-10-54—condition.

Actions of March 9

Remain Silent

WTKM Hartford, Wis., The Kettle-Moraine Bcstg. Co.—Granted an extension of authority to remain silent to May 1, 1954.

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown:

KWFT-TV Wichita Falls, Tex., to 9-22-54; WFMZ-TV Allentown, Pa., to 9-15-54; KMJ-TV Fresno, Calif., to 9-29-54; WJDM Panama City, Fla., to 9-21-54; WTVR Richmond, Va., to 10-1-54; KOLN-TV Lincoln, Neb., to 10-6-54.

Actions of March 8

Licensed

KPFB Berkeley, Calif., Pacifica Foundation—Granted license for noncommercial educational fm broadcast station; ch. 207 (89.3 mc), 150 w, U (BLED-144).

WDFM State College, Pa., The Pennsylvania State University—Granted license for noncommercial educational fm broadcast station; ch. 216 (91.1 mc), 250 w, U (BLED-143).

WJEF-FM Grand Rapids, Mich., Fetzer Bcstg. Co.—Granted license for fm broadcast station; ch. 229 (93.7 mc), 115 kw; 420 feet antenna; unlimited hours (BLH-851).

Early Sign-off

WLOA Braddock, Pa., Matta Bcstg. Co.—Granted authority to sign off at 6 p.m. for the period April 15 to October 1, 1954.

WCRE Cheraw, S. C., Chesterfield Bcstrs Inc.—Granted request to sign-on at 6 a.m. and sign-off at 6:30 p.m. for months May, June, July and Aug. 1954.

KNCK Concordia, Kan., General Bcstg. Co. — Granted authority to sign-off at 6:30 p.m. for the months March, April, May, June, July, August and Sept.

Licensed

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—Granted license for am broadcast station; 1590 kc, 500 w, D (BL-5053).

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Granted license for am broadcast station; 1300 kc, 1 kw, D (BL-5005).

Granted CP

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—Granted CP to mount tv antenna on top of am tower (BP-8413).

WJJL Niagara Falls, N. Y., John J. Laux — Granted CP to replace expired CP (BP-8224) as mod., which authorized change in transmitter location and installation of a new vertical antenna (BP-9188).

Modification of CP

KBSF Springhill, La., Springhill Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter and studio location; conditions (BMP-6438).

The following were granted mod. of CPs for extension of completion dates as shown:

WTLO New Orleans, La., to 9-8-54; WKOP-FM Binghamton, N. Y., to 4-1-54.

FOR VOLUME SPOT SALES...

CONTACT:

Joseph Hershey McGillvra Inc.

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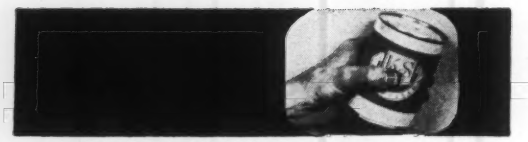

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TELESTATUS

March 22, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B·T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
► WBRC-TV (6) NBC; Katz; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
► **WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500**
► WKAB-TV (48) CBS, DuM; Forjoe; 53,149
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► **WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 24,600**
Montgomery Bcstg. Co. (12) Headley-Reed; Initial Decision 10/7/53-9/15/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► **KTYL-TV (12) NBC, DuM; Avery-Knodel; 85,496**

Phoenix—
► **KOOL-TV (10) ABC; Hollingbery; 85,496**
► **KOY-TV (10) ABC; Blair; 85,496**
► **KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496**

Tucson—
► KOPO-TV (13) CBS, DuM, Forjoe; 21,800
► KVOA-TV (4) NBC; Raymer; 21,800

Yuma†—
► KIVA (11) DuM; Forjoe; 17,462

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
► **KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**

Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► **KRTV (17) CBS, DuM; 51,000**

Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 58,772

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► **KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692**

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
► KHSL-TV (12) CBS, NBC; Grant; 30,580

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown

Eureka†—
► **KIEM-TV (3) ABC, CBS, NBC, DuM; Blair**

Fresno—
► **KBID-TV (53) Meeker**
► **KJEO-TV (47) ABC; Branham; 89,052**
► **KMJ-TV (24) CBS, NBC; Raymer; 85,841**

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,776,018
► KCOP (13) Katz; 1,776,018
► KHJ-TV (9) H-R; 1,776,018
► KNBH (4) NBC; NBC Spot Sls.; 1,776,018
► KNXT (2) CBS; CBS Spot Sls.; 1,776,018
► KTLA (5) Raymer; 1,776,018
► KTTV (11) DuM; Blair; 1,776,018
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Newest Starters

Listed below are the newest stations that have started commercial operation:

KSAN-TV San Francisco (ch. 32), March 9.
WSJV (TV) Elkhart, Ind. (ch. 52), March 15.
KDAL-TV Duluth, Minn. (ch. 3), March 14.
KCEB (TV) Tulsa, Okla. (ch. 23), March 13.

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► **KMBY-TV (8) CBS; Hollingbery; 190,312**

Sacramento—
KBIE-TV (46) 8/26/53-Spring '54
► KCCC-TV (40) 63,265
McClatchy Bcstg. Co. (18), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) CBS, NBC; Hollingbery; 381,494

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown

San Diego—
► **KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382**
► **KFSD-TV (10) NBC; Katz; 206,382**
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 838,600
► KPIX (5) CBS, DuM; Katz; 838,600
► KRON-TV (4) NBC; Free & Peters; 838,600
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► **KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192**

Stockton†—
► **KTVU (36) Hollingbery**
Radio Diablo Inc. (13) 2/11/54-6/1/54

Tulare (Fresno)—
► **KVVG (27) DuM; Forjoe; 123,000**

Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
► **KKTV (11) ABC, CBS, DuM; Hollingbery; 40,743**
► KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
► **KBTV (9) ABC, CBS; Free & Peters; 197,516**
► **KFEL-TV (2) NBC; Blair; 197,516**
► **KLZ-TV (7) CBS; Katz; 197,516**
► **KOA-TV (4) NBC; Petry; 197,516**
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,900
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million
urban population in the
50 mile area
More than TWO MILLION
in the 100 mile area . . .
NOW
368,500
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 146,280
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 110,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 193,287
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 598,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

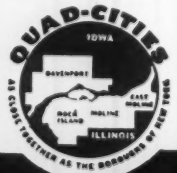
FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
WINK-TV (11) ABC; Weed; 3/11/53-3/18/54
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 32,000
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,404
WOBS-TV (30) Stars National; 8/12/53-5/1/54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

WHBF-TV
ROCK ISLAND, ILL.
CBS for the Quad-Cities

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,361)

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-May '54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young; 14,760
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54
West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) Weed; 22,100
WJNO-TV (5) 11/4/53-8/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-4/5/54
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 71,000
► WRDW-TV (12) CBS; Headley-Reed; 50,000
Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 48,720
► WRBL-TV (4) CBS; Hollingbery; 59,653
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 74,415
Rome†—
► WROM-TV (9) Weed; 94,380
Savannah—
► WTOC-TV (11) ABC, CBS; Katz; 18,312
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 29,750
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800
Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov '54
Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000
Bloomington†—
► WBLN (15) McGillvra; 13,000
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 237,500
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,594,574
► WBKB (7) ABC; Blair; 1,594,574
► WGN-TV (9) DuM; Hollingbery; 1,594,574
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,594,574
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*
Danville—
► WDAN-TV (24) Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22)
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 137,630
► WTVH-TV (19) ABC, DuM; Petry; 106,405
Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361
Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 65,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 510,422
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) Venard; 41,750
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 75,344
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 461,130
WJRE (26), 3/26/53-Unknown
WISH-TV (8) Bolling; 1/28/54-7/1/54
LaFayette†—
► WFAM-TV (59) Rambeau; 43,120
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 56,725
Princeton†—
► WRAY-TV (52) Walker; 32,500
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 99,615
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 217,594
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/15/54 (granted STA March 5)
Fort Dodge†—
► KQTV (21) Pearson; 41,750
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 100,010
KTIV (4) Hollingbery; 1/21/54-Fall '54
Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 94,445
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 46,953
Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
► WEHT (50) CBS; Meeker; 35,000
Lexington†—
WLAP-TV (27) CBS; Pearson; 12/3/53. See footnote (c).
The Central Kentucky Bcstg. Co. (18) Initial Decision 3/10/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 385,904
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).

► WKLO-TV (21) ABC, DuM; Venard; 77,000
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 46,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) ABC, CBS, DuM; Young; 15,000

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 101,000
► KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 239,693
► WJMR-TV (61) DuM; Bolling; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600

Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 17,800

Poland†—
WMTW (8) 7/8/53-7/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 35,400

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
► WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 539,503
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) Walker; 182,000

Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,154,409
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,154,409

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 104,285

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Summer '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 124,000
► WWLP (61) ABC, NBC; Hollingbery; 124,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/53-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 51,400

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 376,533

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 35,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/15/54 (granted STA Feb. 19)
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 425,700

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 60,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 436,700
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 32,000
► WLBT (3) NBC; Hollingbery; 85,607
WSLI-TV (12) ABC; Weed; 7/22/53-3/27/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 380,450
► KMBC-TV (9) CBS; Free & Peters; 380,450
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 380,450
► WHB-TV (9) CBS; Blair; 380,450

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 611,252
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

INDIANA'S #1 MARKET
SOUTH BEND-ELKHART
Reached by
WSJV-TV
ELKHART, INDIANA
#1 in FOOD SALES
#1 in RETAIL SALES
#1 in AUTOMOTIVE SALES
#1 in HOUSEHOLD FURN.
#1 in RADIO SALES
$1,194,000,000
Annual Retail Sales
118,000
UHF Sets in Use
AN EXCLUSIVE U H F MARKET
Population.....750,013
Families.....230,000
WSJV-TV
South Bend-Elkhart
Channel 52
ABC-NBC-DUMONT
John J. Keenan, Commercial Manager
Nationally represented by
H-R TELEVISION, INC.
New York, Chicago, San Francisco, Los Angeles

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 8,500
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200
Great Falls†—
KFBB-TV (5) CBS; Headley-Reed 1/15/53-3/21/54 (granted STA March 11)
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13), CBS, DuM; Meeker; 17,811
Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 80,243
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
WMUR-TV (9) ABC; Weed; 8/26/53-3/28/54 (granted STA March 5)
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,135

Films from Britain for Television

since the birth of television we have been the most consistent suppliers of the best documentaries available to virtually every TV station in the country at the most reasonable prices.

have you heard about our planned 12½-minute, 26½-minute, 56½-minute documentary programmes?

if not, write, wire or telephone today to

lester schoenfeld distribution manager

Circle 6 5100

BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20, N.Y.

WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
WTLV (°19), 12/4/52-Unknown
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 41,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 40,548
Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 19,233

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 70,405
WTVZ (°17), 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
WQTV (°46), 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 388,799. See footnote (a).
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
WTVF (°23) 7/24/52-Unknown
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54
Carthage†—
The Brockway Co. (7) ABC, CBS; 3/3/54-Summer '54
Elmira—
► WECT (18) NBC; Everett-McKinney; 28,221
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (°14), 1/8/53-Unknown
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
WGTV (°25), 8/14/52-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 216,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
WROH (°21), 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 216,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 306,200
► WTRI (35) CBS; Headley-Reed; 70,188
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 299,000
WHTV (°43), 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 336,690
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 135,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,100
WLOS-TV (13), 12/9/53—Unknown
Chapel Hill†—
WUNC-TV (°4), 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC; Bolling; 39,502
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 384,432
Durham†—
WTIK-TV (11) 1/21/54-Unknown
Fayetteville†—
Fayetteville Bcstrs. Inc. (18) Initial Decision 3/16/54
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/53-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 214,158
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190
Wilmington†—
WMFD-TV (6) NBC; Weed 7/30/53-4/1/54
WTHT (3) 2/17/54-5/15/54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 182,007
► WTOB-TV (26) ABC, DuM; H-R; 47,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 31,000
Grand Forks†—
Community Radio Corp. (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431
Ashtabula†—
► WICA-TV (15) Gill-Perna; 17,500
Cincinnati—
WCET (°48), 12/2/53-Unknown
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (°34), 4/22/53-Unknown
► WTVN (6) ABC, DuM; Katz; 336,737
Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
► WIFE (22) Headley-Reed; 41,907
► WLWD (2) NBC; WLW Sls; 310,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/53-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079
Massillon†—
WMAC-TV (23) Petry; 9/4/53-4/15/54
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029
Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/53-Unknown
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,260

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54
Enid†
KGEO-TV (5), 12/16/53-Unknown
Lawton†—
► KSWO-TV (7) Everett-McKinney; 35,707
Steubenville—
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267

► KTVQ (25) ABC, DuM; H-R; 100,082

► KWTV (9) CBS; Avery-Knodel; 256,102

► **WKY-TV (4) ABC, CBS, NBC, DuM; Katz;** 256,102

*KETA (*13) 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-3/13/54 (granted STA Jan. 18)

► KOTV (6) ABC, CBS, NBC; Petry; 229,000

Arthur R. Olson (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/13/54

Medford—
► **KBES-TV (5) ABC, CBS, NBC, DuM; Blair**

Portland—
► **KOIN-TV (6); CBS; Avery-Knodel; 138,876**

► KPTV (27) NBC; NBC Spot Sls.; 161,309

Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)

KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54

WQCY (39), 8/12/53-Unknown

Altoona—
► **WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798**

Bethlehem—
► **WLEV-TV (51) NBC; Meeker; 64,427**

Chambersburg†—
► **WCHA-TV (46) Forjoe; 13,500**

Easton—
► **WGLV (57) ABC, DuM; Headley-Reed; 65,098**

Erie—
► **WICU (12) ABC, CBS, NBC, DuM; Petry;** 208,500

WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54

WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54

► WHP-TV (55) CBS; Bolling; 118,150

► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► **WARD-TV (56) Weed**

► **WJAC-TV (6) ABC, CBS, NBC, DuM; Katz;** 750,453

Lancaster—
► **WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker;** 289,960

WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► **WLBR-TV (15) Pearson; 138,300**

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 109,691

Philadelphia—
► **WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000**

► WFIL-TV (6) ABC, DuM; Katz; 1,793,362

WIBG-TV (23), 10/21/53-Unknown

WIP-TV (29), 11/26/52-Unknown

► **WPTZ (3) NBC; Free & Peters; 1,724,329**

Pittsburgh—
► **WDTV (2) ABC, CBS, NBC, DuM; DuM Spot** Sls.; 808,780

► WENS (16) ABC, CBS; Petry; 188,409

► WKJF-TV (53) Weed; 188,469

*WQED (*13) 5/14/53-March '54 (granted STA Oct. 14)*

WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► **WEEU-TV (33) ABC, NBC; Headley-Reed;** 45,973

► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 135,000

► WGBI-TV (22) CBS; Blair; 150,000

► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► **WBRE-TV (28) NBC; Headley-Reed; 130,000**

► **WILK-TV (34) ABC, DuM; Avery-Knodel;** 155,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► **WNOW-TV (49) DuM; Hollingbery; 72,000**

► **WSBA-TV (43) ABC; Young; 76,100**

RHODE ISLAND

Providence—
► **WJAR-TV (10) ABC, CBS, NBC, DuM; Weed;** 1,098,189

WNET (16) ABC, DuM; Raymer; 4/8/53-4/1/54 (granted STA Feb. 3)

WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown

Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,500

Camden†—
WACA-TV (15) 6/3/53—Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS, NBC, DuM; Free &** Peters; 70,354

Southern Bcstg. Co. (2) NBC; Initial Decision 2/23/54-September '54

Columbia—
► **WCOS-TV (25) ABC, NBC, DuM; Headley-**Reed; 41,207

► WIS-TV (10) NBC; Free & Peters; 94,056

► WNOK-TV (67) CBS, DuM; Raymer; 40,107

Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,226

► **WGVL (23) ABC, NBC, DuM; H-R; 40,863**

Greenwood†—
WCRS-TV (21), 4/8/53-Unknown

Spartanburg†—
WORD-TV (7) CBS; 11/25/53-Unknown

WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 53,076

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown

WTVT (43), 8/21/52-Unknown

WDEF-TV (12) Branham; 1/28/54-6/15/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54

Johnson City†—
► WJHL-TV (11) Pearson; 47,527

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 61,630

► WTSK (26) CBS, DuM; Pearson; 56,196

Memphis—
► WHBQ-TV (13) CBS; Blair; 257,000

► WMCT (5) ABC, NBC, DuM; Branham; 257,000

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 184,122

► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 184,122

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,810

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 45,603

► KGNC-TV (4) NBC, DuM; Katz; 45,603

KLYN-TV (7), 12/11/53-Unknown

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 58,451

Beaumont†—
KBMT (31), 12/4/52-Unknown

KTRM-TV (6), Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) 1/6/53-6/15/54

KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown

KLIF-TV (29) 2/12/53-8/1/54

► KRLD-TV (4) CBS; Branham; 368,500

► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 48,102

► KTSM-TV (9) NBC; Hollingbery; 37,429

Ft. Worth—
KTCO (20), 3/11/53-Unknown

► WBAP-TV (5) ABC, NBC; Free & Peters; 306,323

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Yes, here in Pennsylvania, 1 buy covers 3 markets when that one buy is WJAC-TV, Johnstown. From high atop the Alleghanies, WJAC-TV covers the rich southwestern Pennsylvania territory like a tent. In fact, based on latest Hoopers, WJAC-TV is . . .

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SECOND in Pittsburgh
(a 4-station market)
FIRST in Altoona
(a 2-station market)

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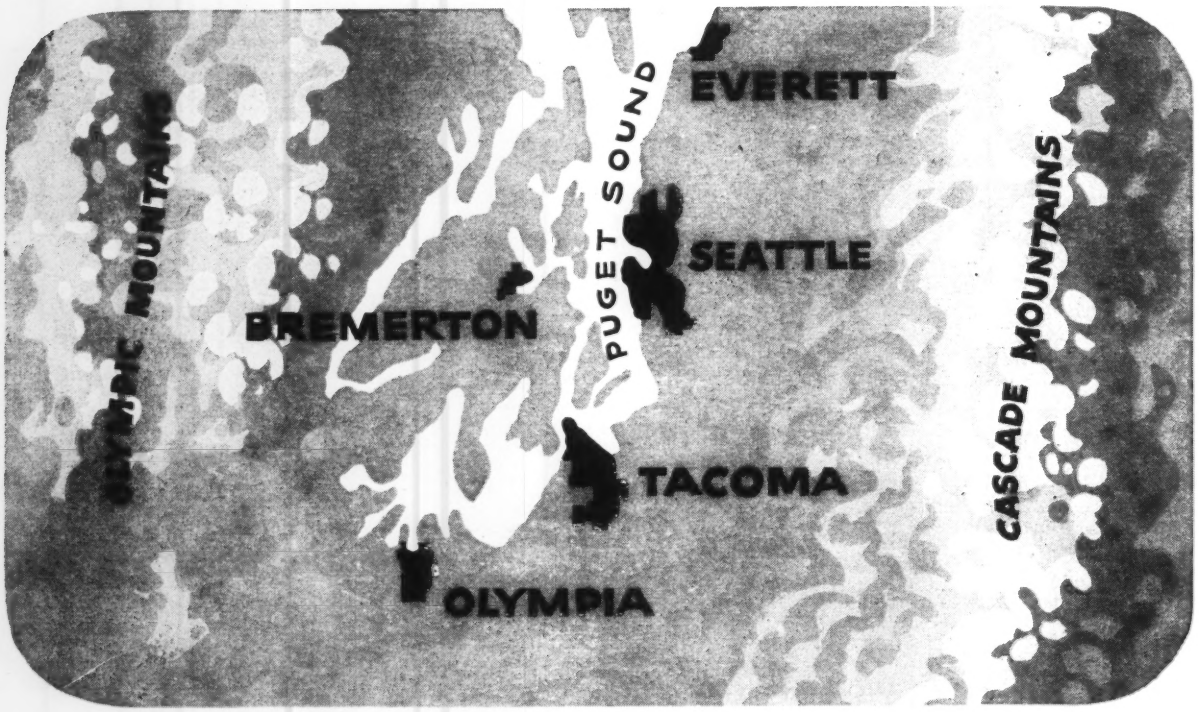

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CHANNEL 11

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION

Galveston—
►KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 276,000
Harlingen†—
►KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300
Houston—
►KNUZ-TV (39) DuM; Forjoe; 59,666
►KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23), 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown
Longview†—
►KTVE (32) Forjoe; 16,100
Lubbock†—
►KCBD-TV (11) ABC, NBC; Pearson; 42,561
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 42,561
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
►KMID-TV (2) NBC; Venard; 26,000
San Angelo—
►KTXL-TV (8) CBS; Venard; 21,115
San Antonio—
KALA (35), 3/26/53-Unknown
►KGBS-TV (5) ABC, CBS, DuM; Katz; 184,299
►WOAI-TV (4) NBC; Petry; 184,299
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 67,705
Texarkana—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223
Tyler†—
►KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KGKB-TV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-3/21/54 (granted STA Jan. 18)
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 85,300
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
►KDYL-TV (4) NBC; Blair; 155,300
►KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 155,300
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
►WBTM-TV (24) Hollingbery; 13,550
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 81,400
Harrisonburg†—
►WSVA-TV (3) NBC; Devney; 78,345
Lynchburg—
►WLVA-TV (13) CBS, DuM; Hollingbery 102,281
Newport News—
►WACH (33) Avery-Knodel
Norfolk—
►WTAR-TV (4) ABC, CBS, DuM; 211,772
►WTOV-TV (27) ABC, DuM; Forjoe; 92,000
►WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
►WTVR (6) ABC, CBS, NBC, DuM; Blair; 435,949
Roanoke—
►WSLS-TV (10) NBC; Avery-Knodel; 233,374

WASHINGTON

Bellingham†—
►KVOS-TV (12) Forjoe; 54,097
Seattle—
►KING-TV (5) ABC; Blair; 339,400
►KOMO-TV (4) NBC; Hollingbery; 339,400
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 55,048
►KXLY-TV (4) CBS, DuM; Walker; 65,656
Louis Wasmer (2) Initial Decision 3/5/54
Tacoma—
►KMO-TV (13) Branham; 332,400
►KTNT-TV (11) CBS, DuM; Weed; 339,400

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TELEVISION STATIONS • RADIO STATIONS
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Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
►WKNA-TV (49) ABC, DuM; Weed; 35,000
WCHS-TV (8) Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 7/1/53-3/28/54
Huntington—
►WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 300,443
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 20,000
Wheeling—
WLTV (51), 2/11/53-Unknown
►WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
►WKOW-TV (27) CBS; Headley-Reed; 39,000
►WMTV (33) ABC, DuM; Meeker; 36,500
Marinette†—
WMBV-TV (11) NBC; 11/18/53-August '54
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 285,000
►WOKY-TV (19) ABC, DuM; H-R; 236,640
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 654,658
Neenah†—
►WNAM-TV (42) George Clark
Oshkosh—
►WOSH-TV (48) Headley-Reed; 19,400
Superior†—
►WDSM-TV (6) CBS; Free & Peters
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/22/54

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) ABC, CBS; Free & Peters; 50,000
►KONA (11) NBC, DuM; NBC Spot Sls; 43,250
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/16/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-3/22/54 (granted STA March, 5)
WKAQ-TV (2) Inter-American; 7/24/52-3/21/54 (granted STA Feb. 12)

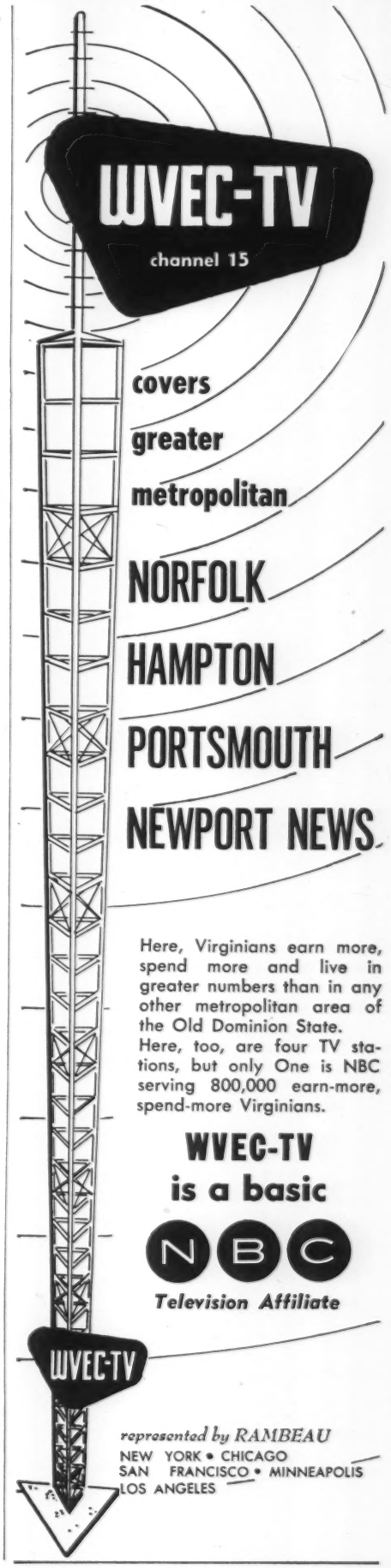
CANADA

London†—
►CFPL-TV (10) 35,000
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
Sudbury†—
►CKSO-TV (5) 4,938
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 371; total cities with stations on air: 244. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 28,663,791.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.



All Boom; No Bust

RECESSION talk is highly contagious. Most economists say we're talking ourselves into one. They contend that 1954 will be our second best year, eclipsed only by 1953.

What effect is this talk having on the business of broadcasting? So far, none. All indices are up for both radio and tv. The percentages intramurally have been shifting as between network and spot, but the overall volume is increasing. It costs more to do business, so the net may be less. But there's some tax relief ahead.

In depressed periods, the business of broadcasting traditionally has benefited. This seems a *non sequitur,* but the records prove it. Radio has been through two such sieges, the "black depression" of the 1930's and the 1948-49 "recession." Tv, till now, hasn't had time even to look back, as each month brings new volume records.

In all its quarter-century of statistical history, radio has recorded a volume loss just once. That was at the very bottom of the depression, when gross dipped from $61,900,000 in 1932, to $57,000,00 in 1933. But it bounced back to $72,887,000 the next year, and has continued to improve since.

In the 1948-49 recession, radio's gross continued upward, having been $616,500,000 and $672,551,000, respectively. Last year, the radio tab was $767,391,000.

So, if history means anything, radio and television should flourish in the year ahead, whether there's a recession, dip, levelling off or the status quo. Advertising is needed to move inventories. And the broadcast media have demonstrated their prowess to the point where more and more advertisers are using both media in saturation campaigns to get jobs done at minimum costs per thousand.

In tempo with the times, the Advertising Council next month launches its campaign to stimulate purchase of durable goods. Fact-sheets are out. As always, broadcasters will cooperate to the hilt, adding countless "listener" and "viewer" impressions to the billions already contributed to Government campaigns.

This, incidentally, is the kind of campaign that all hands in advertising and marketing—advertisers, agencies and media—can relish. In addition to selling the public on the soundness of the national economy, it will be a refresher course on selling advertising to advertisers.

Hi Fi—An Economic Resource

FOR years, broadcasters have been boasting of their cultural achievements, particularly in music where the nation's tastes have been developed and elevated by the performance of the more enduring selections by talented artists.

But until quite recently they have failed in most cases to transform this attainment into an economic resource.

A few days ago a Washington, D. C., station staged a Hi-Fi Fair. The venture was conceived by WGMS as an appropriate promotion for its good-music program service, with incidental benefits anticipated from a stimulated sale of good audio reception gear. Optimistically, 12,000 registration cards were printed in case the idea caught fire.

Practically all of the advance buildup was radio promotion, supported by newspaper supplements. What happened? Over 30,000 persons went through the WGMS studios and looked at three dozen exhibits in adjacent hotel rooms.

The lessons must be obvious to any broadcaster who lives in fear of tv. First, aural stations can create business by promoting specialized programming. Second, the hi-fi fair and many other ideas can be utilized to broaden merchandising strategy. Third, broadcasters obviously have overlooked in many cases the economic value of good technical quality.

Whether it's am, fm or both, the public is starting to get fussy about the quality of reproduced musical sounds and manufacturers are producing and pricing their audio merchandise accordingly. With fm, high quality is easy. With am, the electronic problem is more difficult though FCC Comr. George E. Sterling told the Washington Hi-Fi Fair that the 10 kc channel can be stretched so long as it doesn't set up too much interference.

Obviously high-fidelity has long since passed out of the basement tinkerer's hands into many living rooms. A growing audience is there for those who care to solicit it.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I'll be in to dinner, dear, just as soon as this inning is watered!"

The Free-Time Grab Bag

THE EVENTS set off by the McCarthy "equal time" imbroglio threaten to make of radio and television a free-time grab bag for the politicians, to the discomfort of public and broadcaster alike.

The danger is that the "equal time" concepts that have served so well in the past may be compromised in the anxiety of broadcasters—networks and stations too—to be "fair" to all points of view. Politicians will grab all the time they can get for free. The public, however, will not long condone the butchering of normal program schedules, and many affiliated stations can ill afford it.

Last week there was an example of this dangerous new concept. When President Eisenhower addressed the nation Monday night on the tax program, it was in the nature of a "state of the nation" address. He did not regard it as a partisan political talk.

Historically, the President—any President—has been accorded time on the air whenever he has requested it. It is for the President to say whether his remarks are official or political. President Truman, during his seven-year tenure, repeatedly had access to the air to further the program of his administration. Even though he often took pot-shots at his Republican opposition, there were no concerted demands for "equal time." President Roosevelt created the "Fireside Chat" and used radio to a greater extent than his successors without inviting demands for "equal time."

Even before President Eisenhower spoke last Monday, the Democrats demanded and got some free radio and television time for the next night. There didn't seem to be much question about it. The very next day, Chairman Stephen A. Mitchell of the Democratic Committee pitched the issue on a partisan level. He questioned the "fairness and impartiality" of the networks, and alleged a "virtual dim-out" of the Democratic response to the President.

It's not so much the allotment of time that is of concern, but rather the manner in which it was done. It could establish regrettable precedent. It could mean that each time the President addresses the nation, the opposition will "demand" equal time. It could make political campaigning a continuous process on the air, rather than the quadrennial event it has been.

It may have been good programming to present the Democratic viewpoint on the tax fight. But these same spokesmen, illustrious as they are, could have been accommodated in regularly scheduled interview programs, of which there are a superabundance. The time should not have been given on the basis of "equal time" with the President.

Equal time should be accorded only when the President speaks as a candidate, or in behalf of a candidate. And that time should be *paid* political time, not a handout at the expense of networks and their affiliated stations.

The dignity of the office of the President of the United States should not be subjected to the caprice of the politicians. The President speaks for the nation, and not for any particular party.

It behooves the nation's broadcasters to reappraise their "equal time" responsibilities before this situation gets out of hand.

IN ORANGE COUNTY, FLORIDA.....

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Mid Florida Citrus Belt

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